

# PRINTERS' INK

A JOURNAL FOR ADVERTISERS

VOL. LXXVI.

NEW YORK, JULY 6, 1911.

No. 1



The man with the newspaper—you see him everywhere. He is interested and he is interesting.

He has a favorite paper. So has his family. To be in these papers right means to be right in it.

For more than forty years we have been introducing this man to business men in almost every line.

Have you anything to say to him—sell to him? If so address

Philadelphia

New York

Boston

Chicago

Cleveland ✓

659.05  
PR  
v.76

# In The Day's Work

An Advertiser investigating Federal Service, wrote to a list of Federal clients for references.

We reprint the reply he received from a Manufacturer whose annual advertising appropriation exceeds \$100,000.

Replies he received from other Federal Clients—large and small, were fully as assuring.

"It affords us great pleasure to reply to your favor of June 22, asking our experience with the Federal Advertising Agency.

"It is the writer's opinion—based on years of advertising experience with advertising men and agencies both in Europe and America—that the Federal Advertising Agency is better fitted to handle an advertising appropriation so as to gain maximum results from an economical expenditure, than any other agency with whom he has come in contact."

Name on request.

Can you say as much for your advertising agent?

"Put it up to men  
who know your market"

**FEDERAL ADVERTISING AGENCY**

New York.

Chicago.

Cleveland.

St. Louis

Address: 243-247 West 39th Street, New York

# PRINTERS' INK

A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893.

VOL. LXXVI.

NEW YORK, JULY 6, 1911.

No. 1

## HOW N. C. R. GETS 100 PER CENT EFFICIENCY OUT OF ITS MEN

SCHOOL FOR SALESMEN FOUNDED—SELLING TALKS REQUIRED TO BE MEMORIZED—SALESMEN BALKED TILL PRESIDENT PATTERSON THREATENED DISMISSAL, BUT ONCE DONE THE SALES RECORDS IMMEDIATELY INCREASED—REGARDED AS MOST IMPORTANT MOVE COMPANY EVER MADE

By E. D. Gibbs.

For over ten years Advertising Director and Trainer of Salesmen for the National Cash Register Company.

II.

[EDITORIAL NOTE: In last week's issue Mr. Gibbs related the story of how the idea of training salesmen first sprung up in the National Cash Register Company and the conditions of inefficiency that were found in the selling organization when he and President Patterson made a tour of investigation over the country to the various branches of the country.]

In the present chapter of his story, which is to go on with the remarkable history of that unique organization, he tells some of the obstacles the plan met with and how they were overcome and shows how the idea finally proved itself by conspicuous results.]

It was not until the World's Fair, at Chicago, in 1893, that any serious thought was given to the establishment of a school for training salesmen.

The National Cash Register Company had several exhibits at the World's Fair, and it was the custom of the president to visit these exhibits of the company and stand around and listen to the explanation of the cash register as made by the attendants. He found that the men were unsystematic in this work; that no two of them said the same thing, so he immediately formed a little night school at Chicago at which these men were trained in just what to say to the crowds that assembled around the booth.

A little primer was written up and the men were ordered to learn this primer under the charge of a competent instructor.

So well did the men demonstrate the machine after they learned this primer that the exhibits of the company at the World's Fair always had crowds around them. The men described the machines in a breezy, interesting way. No important points were omitted, as each man had the facts committed to memory. Nothing was left to chance, or to a man's own idea of what was necessary to say.

So successful was this little school that the president immediately afterward started the first training school for salesmen at the factory at Dayton. This school was attended by about fourteen men. It was a success from the start. The instructor was Joseph H. Crane. Mr. Crane was one of the first men in the cash register business, and therefore had the advantage of an early and a practical training. This school demonstrated the great importance of training a salesman to a perfect understanding of the registers, their use, their advantages to purchasers, but above all, the methods of approaching and interesting prospective buyers of the machines.

In order to make the operations of the school still more impressive, a large room was fitted up with desks and every other convenience for the comfort of the students. Men were brought in from various sections of the country to take this course, which lasted about six weeks. Then, later, schools were opened under the guidance of these trained men in certain large cities of the country. So important did the company consider this work that the officials themselves personally

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took charge of the schools in the more prominent cities. Then the training-school idea was taken up in European countries and it has gradually spread all over the world.

These training schools increased the efficiency of the salesmen to a remarkable degree and an immediate improvement was noticed in every district where school sessions were held.

It was during this period of activity and training work that the famous primer of the National Cash Register Company was originated and developed. I question whether any method that has been brought into salesmanship has been so criticised, for and against, as was this primer of the National Cash Register Company. This criticism was made, not only by the men themselves, but by outside concerns and individuals. It was said that the primer would make a machine of a man, instead of a human being, that it would turn men into a set of parrots, and people, as a rule, were against the use of it.

Like many other things in this world, these criticisms were made without a proper knowledge of the facts. The reason that the company insisted upon the use of the primer was because it found that the agents all over the country were selling cash registers in a haphazard way. A man was entirely dependent upon his own ideas of how he should sell the machines. He might pick up a few ideas from his fellow-salesmen in his own office, but he

did not receive the benefit of the ideas of the hundreds of other salesmen located in different parts of the world.

The president of the company said, "Let us get together a collection of the best arguments from all the salesmen that send them in. Then let us boil these down into a handy form, then all of our salesmen can learn them."

After these arguments had been collected and put in booklet form, the booklet was sent to all salesmen connected with the company and the men were advised to learn the arguments. Examination of the men later on showed that scarcely any of them had paid any attention to the company's instructions. A second order was issued, and this time the men were *instructed*—not requested—to learn the book. Examinations were again held and it was found

that very few of the men had committed the book to memory. Then a third and final order was issued, and this order said that any man who did not commit this book to memory within a specified time would be compelled to quit the employ of the company. It was then found that about 65 or 70 per cent of the men had committed the book to memory, some thoroughly, others partly, but still an effort was made by the great majority of the men to comply with the company's wishes.

Now, the main thought in connection with making the men memorize this book was to get all the arguments so firmly implanted in the men's minds that

**1,000,000 National Cash Registers**  
Have Been Sold.  
This is a Photograph of No. 1,000,000  
Sold June 16, 1911.



**TODAY** this millionth owner of a National Cash Register can say, with every other user:

- "I can now make more profit out of my business and give better values to my customers."
- "I can handle more customers in the same time and in the same space—divide my running charges among more sales—and take a smaller profit on each sale."
- "My business is systematized. I do not rely upon memory. I have no leaks. I know where my money comes from and where it goes, therefore, I control my losses."
- "Because I have an automatic record of every penny I receive, I know where I stand; do not over-estimate my buying capacity; carry no more stock than my capital justifies; take my cash discounts; sell my goods for less and still make as much money as formerly."
- "My store is a safer store to deal in. I guarantee every sale—I give you a receipt which protects you against any disputes or misunderstandings."
- "My clerks can be relied upon. With an automatic and indelible history of every purchase, I know what you paid, when you paid it, and to whom it was paid."
- "A five-year old child can buy here and the receipt guards you as thoroughly as though you came yourself."
- "The National Cash Register is a good thing for me, a good thing for you and a good thing for my employees."
- "It makes me more systematic, therefore a better merchant."
- "It makes you certain of the lowest prices and the best possible treatment."
- "It places my clerks above suspicion."
- "It renders our relations more profitable and more agreeable."

A RECENT ADVERTISEMENT ANNOUNCES THE MILLIONTH CASH REGISTER SOLD. THIS ARTICLE EXPLAINS THE "REASON WHY"



# Chicago as a Market

The Chicago Tribune prints 60% more advertising than the next morning paper, and 28% more than the first evening paper in Chicago.

A sufficient number of responsive readers to make advertising in The Tribune pay well, is one reason for this situation.

Another reason is an accurate knowledge of Chicago as a market, and helpful advice and information freely given to manufacturers who want to know the best and quickest way to secure distribution.

If you desire any such information about Chicago, write to The Tribune direct, or call at our New York office, 907 Flatiron Building.

## The Chicago Tribune

**The World's Greatest Newspaper**

(TRADE MARK REGISTERED)

they were bound to use them when the opportunity arose. The company was wise enough to know that the men would not always make use of all of the arguments they had committed to memory.

The idea of the primer was based on the motto: "What is good for one, is good for all." But most of the salesmen failed to realize the value to them of all of these selling arguments, and that is why it became necessary to force these salesmen to learn the primer by heart. Now, it is a fact that an immediate and great improvement resulted. I know of no single thing that the Cash Register company ever did that had such a marked benefit on the sale of cash registers as did the learning of the primer.

Naturally, there were some amusing things in connection with the use of this primer. I have seen instances where a salesman used the primer in describing the machine to a storekeeper, and then that salesman changed his territory and a new man came in. He, in turn, demonstrating to the same storekeeper, used the same arguments exactly as his predecessor. This often puzzled storekeepers, sometimes amused, sometimes angered them, but as a matter of fact this primer turned an army of privates into an army of generals. It is true that the primer isn't in use to-day, nor has it been for quite some time, but the use of that primer was one of the great foundation stones on which the success of the business is based.

Many of the older agents found it practically impossible to commit the primer to memory, and in most instances these men were excused, but no excuse was taken from any of the younger men or the middle-aged men. They were required to learn the primer by heart.

The old saying, "Men are but children of a larger growth" was often illustrated in the examinations on the primer given from time to time. An agent would commit to memory just a few sentences or paragraphs, with the

hope that if he was called upon to demonstrate the primer, he could start off and by giving a few paragraphs correctly would be told to sit down and then the next man taken up. This plan proved successful in a few cases, but the instructors soon "caught on" with the result that the men were frequently asked to take up the primer demonstration at the middle instead of at the beginning.

President Patterson, in one of the addresses he delivered at a Class Day dinner of one of the training schools, said:

"Nothing we have ever started in connection with our organization was subjected to so much ridicule as the starting of a school to teach our men; of apparently making our men go back to school and study a text-book. It was considered beneath their dignity by a good many people, as treating them too much like children, and for this reason we probably lost a good many agents. For years there was hardly any person connected with our institution who believed in it or had any faith in it. They looked upon it as a fad of the most foolish kind.

"Business is nothing but teaching school. The first thing for a man at the head of any institution is to teach other people, otherwise he will have only himself in his school. He will be opening all his letters, dictating all the correspondence and doing other things that the people under him ought to do.

"The agents' school did not succeed well at first because we tried to do too many things. Since that time the training has been simplified. Every day you are going to learn new things. Never get tired of learning, because your progress ought never to stop until you die. We are teaching you to represent our company. Whatever you are morally, financially, socially, physically, our customers will know the company through you. Just think of that as you sit here learning how to sell machines so as to go out into your territory and be successful business men."

*(To be continued)*

## Advertise to People Who Talk

As we understand it, advertising is a means of introducing your goods to new families or increasing their use by present customers.

Better still, it is a means of inducing people to buy with a thorough pre-knowledge of the good features of your merchandise.

In other words, the man or woman who buys advertised goods knows exactly what special qualities to look for—and therefore finds them.

But half the value of the advertising is lost if these "first purchasers" don't pass **your** arguments along to **their** neighbor.

In this respect as in many others,

### The Wisconsin Agriculturist

offers the advertiser special value for his money. Our people are not blasé. They like to talk of good bargains they have made, satisfactory goods they have bought, etc.

For as yet, their standards are largely unfixed. In spite of their steadily increasing income, it is only in the past few years that they have been buying advertised brands of **general** merchandise. But the change is coming rapidly. A few hundred dollars judiciously spent now will establish your goods in the position of standard of value in such a way that a few years later your competitor will be unable with ten times the effort to dislodge you. Ask for the facts.

### The Wisconsin Agriculturist

ARTHUR SIMONSON, Publisher  
Racine, Wisconsin

Wallace C. Richardson, Inc.  
Eastern Representatives,  
41 Park Row, New York City.

Geo. W. Herbert,  
Western Representative,  
First Nat. Bank Bldg., Chicago.



Member Standard Farm Paper Association.

## TRADE RESTRAINT CHARGE IN GOVERNMENT SUIT AGAINST MAGAZINES

PERIODICAL CLEARING HOUSE ALLEGED TO BE A TRUST—HARPER, M'CLURE, DOUBLEDAY, PAGE & CO., BUTTERICK AND OTHERS NAMED—CIVIL SUIT AND GRAND JURY INVESTIGATION—MR. HOUSTON OF CLEARING HOUSE POINTS OUT THAT GOVERNMENT WAS CONSULTED LONG AGO

There appear to be easily two sides in the suit which the United States began in New York, June 27, against the Periodical Clearing House and a combination of the leading magazine publishing firms in the country, and the investigation which is being conducted by the federal grand jury in New York.

First, the Government's side: Unlawful combination and conspiracy in restraint of trade in violation of the Sherman Anti-Trust act is charged. A restraining order is sought prohibiting the continuance of the arrangement between the publishers and nullifying all the contracts by which this arrangement exists. The bill is filed by United States Attorney Wise, and bears the names of Attorney General Wickersham and others.

The defendants are:

Periodical Clearing House, through which the combination operated.

Doubleday, Page & Co., publishers of *World's Work*.

Crowell Publishing Company, which recently acquired a controlling interest in the Phillips Publishing House, publishers of the *American Magazine*.

S. S. McClure Company, publishers of *McClure's Magazine*.

Current Literature Publishing Company, publishers of *Current Literature*.

Phillips Publishing Company, Harper & Brothers, publishers of *Harper's*, *Harper's Weekly* and *Harper's Bazar*, and the *North American Review*.

The Leslie-Judge Company, publishers of *Leslie's Weekly and Judge*.

Review of Reviews Company.

International Magazine Company, publishers of *Cosmopolitan Magazine*.

Butterick Publishing Company, publishers of the "Butterick Trio," and *Everybody's Magazine*.

Standard Fashion Company.

New Idea Publishing Company.

Ridgway Publishing Company.

American Home Magazine Company, Short Stories, Limited.

In addition to these action is taken also against Frank N. Doubleday, Herbert S. Houston, Frederick L. Collins, Charles Lanier, and George Von Utassy as individuals.

The bill of complaint describes the Periodical Clearing House as a New York corporation, having an authorized capital stock of \$2,000, consisting of twenty shares of \$100 par value each, and an office at 156 Fifth avenue. Various of the defendants, together with *Hampton's Magazine*, which is not made a defendant in the suit, are named as its stockholders, and the individuals named in the complaint constitute its board of directors.

The complaint makes it appear that the magazine publishers combined to get a grip upon the agents handling the eventual sale of their product and to eliminate competition in the magazine field.

Competition had been keen, the complaint says. "Clubbing" was the last phase of this. The subscription agencies and agents got up combinations of magazines, and were frequently able to sell magazines as low as one-half the original subscription price, while the larger dealers, employing canvassers, figured on yet a further margin of profit.

All these things, according to the complaint, had the effect of stimulating the competition, and eventually produced a situation in which there were 20,000 corporations, co-partnerships, and individuals engaged in the business of publishing, selling, and distributing magazines and periodicals to the public.

But in July, 1909, as the Government contends, the various defendants, corporate and personal, together with the *Suburban Press*, the Good Housekeeping Company, David H. McKinlay, Arthur D. Chandler, *Hampton's Magazine*, John A. Sleicher, Cameron MacKenzie, Charles E. Clayton, and Oliver B. Caen, got together, and "wrongfully and unlawfully designing and wickedly intending to destroy the com-

## **A Small Advertising Agency vs. The Large Advertising Agencies**

From the standpoint of service, co-operation and ultimate real benefit—it is worth more to have the advice and assistance of one man with advertising and selling experience, after he has given the amount of time necessary to know the peculiarities of your business; than to have ten or twenty men talk over your proposition with you for half an hour.

The "Expensive Copy Staff and Council Board" sounds well, but results count for more and results in nine cases out of ten, can be secured only by thorough investigation and careful work. There is no doubt of it. Business men are demanding more thorough investigation and careful work from their Advertising Managers and Advertising Agencies.

The J O Ball Advertising Company is in a position to give you the amount of time necessary to know the peculiarities of your business, and we have had experience that will be of value to you.

In the Large Advertising Agency the big man handles the big accounts and the small men handle the other accounts. We have only a few men in our organization and they are all big men. When you place your account with us you get the best we have.

If you are not getting the results from your advertising that you should and your account needs more careful and deliberate attention, we know that a talk with us would prove to your advantage.

**The J O Ball Advertising Company**  
**68 West Washington Street Chicago**

petition in prices of subscriptions of all magazines and periodical publications in the United States," formed the Periodical Clearing House.

Having done this, a form of contract was prepared, which, the Government contends, the agencies were coerced into signing. A "wholesale price list," covering 3,000 periodicals, was issued.

It is charged that in addition to insisting that price cutting of all kinds should stop, the publishers declared that the agents must not sell any periodicals not on the official list at less than original prices, "in spite of the fact that the publishers of many of these periodicals would have been glad to let the agencies cut prices in order to increase their circulation."

To enforce this arrangement, says the complaint, an elaborate system of fines upon the agencies was worked out and operated through the Periodical Clearing House.

The other side of the case is shown by the statement made to PRINTERS' INK by Herbert S. Houston, president of the Periodical Clearing House.

"If the Clearing House is an unlawful organization I am very sure that every member of it will wish to have it dissolved at once. At no time has there been any disposition to withhold either from the Government or the public any fact about its operations.

"It is merely an association of periodical publishers formed to aid in maintaining fair and equitable conditions among the subscription agencies. Oddly enough, it has never sought to increase prices, but has pursued the directly opposite policy of trying to avoid reductions from the regular subscription to the point of demoralization.

"We have felt that this was a legal and proper thing to do, but in order to make assurance doubly sure we took the matter up through our attorney, Frederick R. Kellogg, with the Department of Justice in Washington. An attorney was assigned by the department to make a

careful examination of all of our contracts and plans. We turned over all records and everything connected with the operation of the Clearing House, and we received assurances that there was nothing that transgressed any law either in letter or in spirit.

"I think we have a right to feel that we have done everything that law-abiding citizens could do, first to find out what the law was, and secondly, to carefully follow it. And the Government has at all times had the most direct evidence both of our desire and of our intention to do these two things."

A civil suit has also been brought against the Periodical Publishers' Association and the individuals composing it, by James Thomas Wood, New York, who does a general subscription business under the name of the Publishers' Subscription Exchange. He asks for \$100,000 damages on the ground that the defendants have conspired to ruin his business.

#### AD CLUB ORGANIZED IN RICHMOND

The Richmond, Va., Advertising Men's Club was organized June 29 at an enthusiastic meeting. The future promises a big, useful club. Hamilton Fields, advertising manager of the Fleischman-Morris Shoe Company, was elected president, and C. E. Ivey, advertising manager of the Virginia-Carolina Chemical Company, secretary and treasurer.

#### CHALMERS OUT OF RACE

Hugh Chalmers has advised his friends that the pressure of his own business affairs makes it impossible for him to consent to run for the presidency of the Associated Advertising Clubs of America, much as he appreciates the great opportunity for service which the position affords.

#### KENNETH E. DODGE JOINS MACLAY & MULLALLY BROS.

Kenneth E. Dodge, recently advertising manager of the Woodside Sterling Company, has joined forces with MacLay & Mullally Brothers Agency, New York, where he will have charge of development work.

The Dayton, O., Advertising Club was entertained by the Cincinnati Advertising Club July 1.

# A Highly Efficient Medium

**Y**OUR advertisement in this magazine will influence the purchases of 70,000 American women of more than average means. Reversing a policy of twenty years, The American Monthly Magazine has but recently opened its pages to General Advertisers.

It is the only medium of communication among the constantly growing and widely distributed membership of the Daughters of the American Revolution. Our subscription renewals average over 95%.

Every issue is read with vital interest, for, upon its articles, editorials, departments, and official communications are based the extensive educational, patriotic and charitable activities of the greatest organization of women in the world.

Not only are its pages carefully read, but re-read and consulted repeatedly—ninety per cent. of the issues being preserved and bound.

The convincing power and intimate appeal which this magazine has for its readers lends to the new advertising section a strong, unusual interest through the very influence of habit.

Futhermore, the owners, these 70,000 women, have shown their purpose to patronize American Monthly Magazine advertisers by the adoption of resolutions, specimens of which we shall be pleased to send upon request.

Through these women you may direct the selection of goods purchased by 70,000 representative American families, therefore the efficiency of The American Monthly Magazine as a medium for your advertising cannot be surpassed.

Write today for rates.

**The AMERICAN  
MONTHLY  
MAGAZINE**

FREDERICK W. WILSON  
*Manager*

37 East 28th Street  
NEW YORK

# SO FAR,

The first half of 1911 "looks good" to The Chicago Record-Herald, and reasonably so as to its esteemed competitors. Here are the figures of gains and losses

**The Record-Herald**

**The Tribune - - -**

**The Examiner - -**

**The Inter Ocean -**

These comparisons are made from state  
an independent

In other words, The Record-Herald gained in six months 144 columns more than the combined gain of two of its competitors, while the third morning paper lost 147 columns. What is more, advertising in The Record-Herald in June, 1911, exceeded the

## THE CHICAGO

**Eastern Office: 710**



# **SO GOOD**

in advertising of all the Chicago morning papers as compared with the first six months of 1910:

**Gain 1205 Columns**

**Gain 476           “**

**Gain 585           “**

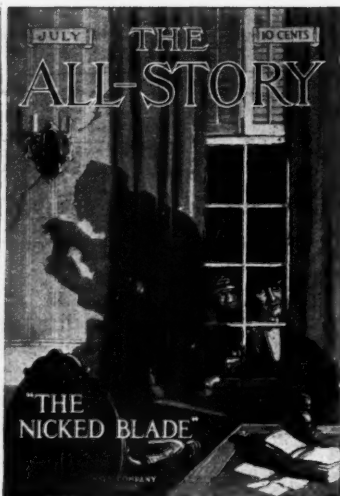
**Loss 147           “**

ments prepared by the Washington Press,  
audit company

amount printed in the paper in any previous June in its history, and the gain, 261 columns, over June, 1910, was greater than in any other Chicago morning paper.

## **RECORD-HERALD**

**Times Building, New York**



# THE ARGOSY

One Million Circulation  
60 Cents Per Page Per Thousand

NO other medium, or group of mediums, so completely dominates the all-fiction field as

## The Argosy Combination


ADDED to the long established leadership of THE ARGOSY, which has the largest circulation of any all-fiction periodical in the world, THE ALL-STORY and THE CAVALIER offer a service in fields peculiarly their own. THE RAILROAD MAN'S MAGAZINE, which is not an all-fiction periodical, reaches 225,000 homes that cannot be adequately covered by any other medium in America. These four magazines have just closed the largest July issues, in advertising carried, in their history.

It is worth half an hour of any manufacturer's time to hear the story of results produced by these publications.

**The Frank A. Munsey Company**  
175 Fifth Avenue, New York

LITHOL  
HUYLER  
INTERNA  
ENC  
MILKWE  
LOTTIS  
MARLIN  
MEAD U  
MENNE  
NATION  
PAGE D  
PURITAN  
PEARS'  
ROCHES  
WATER  
I EN  
AMERIC  
BUSTER  
GILE B  
MULLIN  
SHERW  
TOWLE  
UTICA  
UNITED  
SIEGEL  
SIEGEL  
SHELDO  
SOUTH  
EMPIRE  
MINUT  
BROOKS

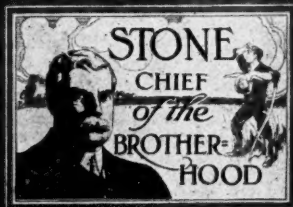
**THE CAVALIER**



*The Second Deluge*  
Garrett P. Service

PRICE 10 CENTS JULY

**RAILROAD  
MAN'S  
MAGAZINE**



J U L Y

SINGLE COPIES 10 CENTS

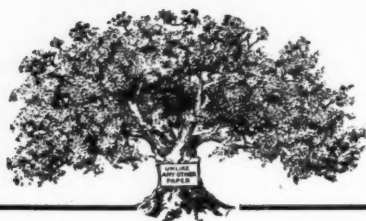
# COMBINATION

**A**MONG the national advertisers who are regularly availing themselves of this unique advertising service are the following:

LITHOLIN COLLARS  
HUYLER'S CHOCOLATES  
INTERNATIONAL CORRESPONDENCE SCHOOLS  
MILKWEED CREAM  
LOFTIS BROTHERS  
MARLIN FIREARMS  
MEAD CYCLE CO.  
MENNEN'S IALCUM POWDER  
NATIONAL BISCUIT CO.  
PAGE DAVIS SCHOOL  
PURITAN PUBLISHING CO.  
PEARS' SOAP  
ROCHESTER OPTICAL DIVISION  
WATERMAN'S IDEAL FOUNTAIN PEN  
AMERICAN POULTRY ADVOCATE  
BUSTER BROWN Hosiery  
GILE BOAT AND ENGINE CO.  
MULLINS' BOAT CO.  
SHERWIN WILLIAMS PAINTS  
TOWLE MAPLE PRODUCTS CO.  
UTICA SUSPENDERS  
UNITED SHOE MACHINERY CO.  
SIEGEL COOPER CO.  
SPEGEL, MAY, STERN AND CO.  
SHELDON SCHOOL  
SOUTHERN COTTON OIL CO.  
EMPIRE AUDIO INSTITUTE  
MINUTE TAPIOCA  
BROOKS MANUFACTURING CO.

AMERICAN SUGAR REFINING CO.  
AUTO-STROP SAFETY RAZOR  
COLUMBIA PHONOGRAPH  
EVER READY SAFETY RAZOR  
BARCALO BEDS  
OLD DUTCH CLEANSER  
CORTINA ACADEMY OF LANGUAGES  
COLGATE & CO.  
KEEPKOOOL UNDERWEAR  
COLGAN CHIPS  
EDISON PHONOGRAPH  
BOSTON GARTERS  
GLIDDEN VARNISH CO.  
HOPKINS AND ALLEN ARMS CO.  
IVER JOHNSON ARMS AND CYCLE WORKS  
R. H. INGERSOLL & BRO.  
S. C. JOHNSON AND SON  
KELLOGG'S TOASTED CORN FLAKES  
J. M. LYON AND CO.  
LYON AND HEALY  
LA RECLAMA CUBAN CIGAR FACTORY  
DETROIT BOAT CO.  
MICHIGAN STEEL BOAT CO.  
NEISNER PIANO  
MIAMI CYCLE MFG. CO.  
INDESTRUCTO TRUNKS AND LUGGAGE

NORFOLK HOSIERY AND UNDERWEAR MILLS CO.  
NEWSKIN  
OSTERMOOR MATTRESS  
OLIVER TYPEWRITER  
POSTUM CEREAL  
PECK-WILLIAMSON FURNACES  
POMPEIAN MASSAGE CREAM  
SHACKAMAXON FABRICS  
UNION ARMS COMPANY  
VICTOR TALKING MACHINE  
TRIANGLE 3-PLY COLLARS  
VIR PUBLISHING CO.  
AMERICAN SCHOOL OF CORRESPONDENCE  
AMERICAN TELEPHONE AND TELEGRAPH CO.  
AMERICAN TOBACCO CO.  
ARMOUR AND CO.  
AMERICAN RADIATOR CO.  
BENNETT TYPEWRITER  
BAUER AND BLACK  
BUFFALO AUTO SCHOOL  
COX'S GELATINE  
CAMPBELL'S SOUP  
EASTMAN KODAK COMPANY  
GRAPE-NUTS  
N. K. FAIRBANK CO.  
POST TOASTIES



## A Test

A few days ago we received a request from the (probably) largest advertising agency in the country to furnish them with the number of Farm Journal subscribers at six different post-offices in as many states, and also those living on the rural routes emanating therefrom. Why they wanted this information we do not know, but presumably some advertiser was acquainted with the agricultural conditions at these offices and wanted to know how thoroughly Farm Journal covered them.

The list and number of subscribers is as follows:

	Main	R.D.1	R.D.2	R.D.3	R.D.4	R.D.5	R.D.6	R.D.7	Total
Mexico, N. Y...	32	..	7	10	7	..	..	..	56
Ellwood City, Pa.	30	31	20	17	14	..	..	..	112
Jackson, Ohio ..	64	6	8	10	7	10	..	..	105
Brookville, Ind.	44	3	9	12	7	..	19	4	98
Newman, Ill....	21	6	4	..	8	..	..	..	39
Estherville, Iowa	30	6	..	4	..	9	5	..	54

Are you familiar with the conditions and acquainted with the people at any particular rural post-office? If so, we will be glad to inform you as to the Farm Journal circulation of that place.

The September issue closes August 5th; more than 750,000 circulation; rate \$3.50 per line.

**WILMER ATKINSON COMPANY**  
PUBLISHERS  
**PHILADELPHIA**

## CIRCULATION VIEWED FROM BEHIND THE SCENES

WHY FORCED CIRCULATIONS ARE NOT WORTH ONE HUNDRED CENTS ON THE DOLLAR—ADVERTISERS NEED TO KNOW NOT ONLY HOW MUCH THE CIRCULATION IS, BUT ALSO HOW IT WAS OBTAINED

By Henry H. Hower,

Advertising Manager, The F. B. Stearns (Automobile) Co.

[EDITORIAL NOTE:—Increasing interest is being taken by advertisers in the devious ways of "Circulation Managers." The articles which have been appearing in PRINTERS' INK on how subscriptions are sometimes "forced" have served to open the eyes of space-buyers who have supposed that the number of copies printed and the net number sold constituted the Alpha and Omega of circulating knowledge. The up-to-date advertising man is now going a step farther back—a very important step—by inquiring what methods are used to stimulate circulation.]

Slowly, but as surely as the passing of time, a new idea is making itself felt in advertising. That idea consists in paying for circulation according to the quality of the publication and its readers—not simply paying for so many sold copies. The time is steadily passing when so-many-thousand readers for such-and-such a rate can get any and all business. Thinking men are realizing the fact that the hundreds of thousands wasted in advertising can be diverted into producing channels. On every side this idea is cropping out.

A few years ago—and to-day in many cases—very large circulation meant heavy advertising patronage. In some cases this was justified, but very often it was quite the reverse. More and more advertising managers are commencing to think more deeply and to analyze statements which before they had taken for granted.

Probably the best example of this class of advanced thinker is E. St. Elmo Lewis. Mr. Lewis is outspoken in his denunciation of the old method. "It is the most erroneous idea in advertising," Mr. Lewis said recently. "There is no sense in buying circulation merely as circulation—it is what com-

poses that circulation that counts. I wouldn't give two cents for a hundred thousand circulation if I had no way of knowing or finding out something *about* that circulation."

There are publications of 50,000 in this country whose columns are worth more to the majority of advertisers than others of double, and even treble that figure. Personally, I would willingly pay *twice as much* for space in the former as in the latter. And the time is coming when *valuable* circulation—among *quality* readers—will win its own battle.

*Listen:* Several years ago I became connected with a small semi-trade paper in an executive capacity. Shortly after taking up my work, there came one day the representative of a "subscription and circulation bureau." To cut a long story short, he offered to get me *as many thousand subscriptions as I wanted*—in any state or states desired—to deliver them within sixty days and to conform to the Post-office regulations. All this without any effort on my part but with considerable expense. Suppose all this had been done—the circulation boosted to ten or fifteen thousand—aggressive advertising men put in the field. The business would have come in, without doubt.

How is the advertising manager to know that some of the various publications he is using are not doing these very things? This may seem an extreme position, and it is doubtless open to criticism, but there is more truth in it than many will care to admit.

I know of a certain publication selling for something like fifty cents a year which has recently secured contracts for automobile advertising. Cannot the wisdom of the selection of such a medium as this be criticised?

A little test I made of a large list of publications shook up my ideas in a good many ways. But above everything else I found that there was a greater difference between well-known periodicals than I had dreamt of before. The idea of paying for *the quality* of the publication and its readers means

a good deal more to me now than it did then.

And one thing more. Quality circulation cannot be forced. A publication of little merit cannot get—and hold—such readers. It's the genuine merit of the publication that is responsible and there is setting in a strong drift toward those publications which have this merit.

#### FOR A. A. C. A.'S ENTERTAINMENT

The Boston City Council has voted an appropriation of \$1,500, upon Mayor Fitzgerald's request, to help entertain the Associated Advertising Clubs here next August.

This is one of the very few times in the history of Boston when a specific sum has been appropriated for the entertainment of guests and shows the interest of the mayor and his associates in value of publicity men to business conditions.

Word has arrived in Boston that 125 delegates will arrive from Texas, "coming strong."

Accommodations in the hotels are rapidly being taken, and any who have not reserved rooms had better get in touch at once with the hotels committee.

Arrangements have been completed for what will probably be the largest clam bake ever attempted. It will be held at the Point of Pines, one of the attractive spots along Revere Beach. Huge ovens will be built on the sands.

The directors of the Pilgrim Publicity Association are holding weekly meetings and committees are getting together every day.

The Pilgrim Publicity Association is raising \$25,000, to be spent in entertaining her guests, and this sum assures a "royal good time" for everybody.

It is hoped to arrange a golf tournament of advertising men during the week of the convention and one of the many fine links in and around Boston will undoubtedly be placed at the disposal of the national association.

#### WORKING FOR "ST. PAUL—1912"

The Town Criers of St. Paul are going to Boston determined to get the national convention of advertising men for their city in 1912. The Criers are backed by the Commercial Club, and the commissioner of public affairs, F. M. Moore, who has charge of the corraling of the many conventions which visit St. Paul in a season, will probably accompany the St. Paul advertising men to Boston.

A. W. Bailey has been appointed chairman of the local advertising men to manage details of the campaign for the next meeting, and will open local headquarters to line up delegations from all parts of the country to work for St. Paul.

#### A. P. JOHNSON STARTS HIS "LIBRARY OF ADVERTISING"

The first three volumes of the "Library of Advertising," which is being compiled and edited by A. P. Johnson, advertising manager of the Chicago *Record-Herald*, show it to be a work of unusually ambitious aim and notable performance.

The contributors are men of standing in the profession of advertising, their articles are informative and well written, and the illustrative advertisements are profuse and up-to-date. The volumes give a just idea of the extent and value of current advertising and its tendencies. They are well printed, and handsomely bound in half leather, royal octavo.

The first three volumes are respectively "The Fundamental Principles of Advertising and Advertising Mediums," "Show Window Display and Specialty Advertising," and "Department Store and Retail Advertising."

The first volume on "Fundamental Principles" contains articles by A. P. Johnson, Seth Brown, editor of *Standard Advertising*; Truman A. DeWeese, advertising director of the Shredded Wheat Company; George R. Horton, and M. C. Robbins.

The article on "Department Store Advertising" is contributed by Julius Schneider, of Chicago, formerly advertising manager of The Fair, and those on "Retail Advertising" by Roy M. Shane and W. T. Davis.

"Window Trimming" is handled by Thomas A. Bird, editor of the *Merchants Record and Show Window*, Chicago; "Advertising Direct by Mail," by Homer J. Buckley, of Buckley-Dement & Co., Chicago; "Specialty Advertising," by Henry S. Bunting, editor of the *Novelty News*, Chicago; "Calendar Advertising," by E. N. Ferdon, of Brown & Bigelow, St. Paul, Minn.; and "Advertising Clubs," by Samuel C. Dobbs, advertising manager of the Coca-Cola Company, Atlanta, Ga., and president of the Associated Advertising Clubs of America.

#### NEW A. N. A. M. MEMBERS

The following are newly elected members of the Association of National Advertising Managers:

G. C. Bohn, vice-president, White Enamel Refrigerator Company, St. Paul, Minn. Bohn refrigerators, Sanitol kitchen tables, Bohn ice crackers.

Carl Theo. Goldenberg, sales and advertising manager, The Roessler & Hasslacher Chemical Company, 127 Franklin street, New York City. Persil, the oxygen washing compound, etc.

A. C. Lamotte, secretary, Anasco Company, Binghamton, N. Y. Anasco cameras and films, Cyko paper.

William B. Morris, advertising manager, Northwestern Knitting Company, Minneapolis, Minn. Munzing underwear.

William J. McCurdy, manager, Never-slip Manufacturing Company, New Brunswick, N. J. Adjustable horseshoe calks.

The association now has a total of ninety-five members.

# IN HONOR OF GILBERT M. TUCKER

With the issue of July 6, the *Country Gentleman*, of Albany, N. Y., the oldest agricultural newspaper in the world, passes to the ownership of the Curtis Publishing Company.

In recognition of the splendid work done by the *Country Gentleman*, particularly under the personal direction of Gilbert M. Tucker, a testimonial dinner was given to the latter at the Aldine Club, New York City, on June 28, and was attended by a hundred or more workers and advertisers in the farm journal field.

The toastmaster for the occasion was, George W. Sisson, Jr., of Potsdam, N. Y. Toasts were responded to by James Wood, who spoke "In Appreciation"; R. A. Pearson, whose topic was "The State and the Farmers"; F. A. Waugh, "*The Country Gentleman* as a Teacher"; T. D. Harman, "My Fellow Publishers"; H. H. Charles, "*The Country Gentleman* in Advertising," and J. Clyde Marquis, "The New *Country Gentleman*."

On the first page of the menu was printed a miniature reproduction of the last issue of *The Country Gentleman*, under the direction of Luther Tucker & Son, at Albany, N. Y.

During the course of the evening, Mr. Tucker was presented with a beautiful loving cup, also a specially bound album, which contained letters from over one hundred and fifty who had been invited.

Seldom has there been a better demonstration of the fact that the work of a publisher is really appreciated by the business world.

## BALTIMORE MAY SEND 50 TO BOSTON

The Advertising Club of Baltimore, at its luncheon, June 14, heard a talk on local development by James S. Thomas, superintendent of the educational department of the Southern Commercial Congress.

Henry B. Greene read a paper on the relations of advertisers to agents.

The club is endeavoring to take a large party to Boston for the annual convention of the Association of Advertising Clubs of America. From indications fifty or more will make the trip. W. D. Bird is chairman of the excursion committee.

## PORTLAND TO JOIN A. A. C. A.

The Portland, Me. Ad Club intends to send a strong delegation to the Boston Convention. At the meeting on June 21 plans were discussed to advertise the attractiveness of Portland as a summer resort through a descriptive pamphlet which could be distributed in the Boston hotels and on the New England railroads at convention time.

Affiliation with the national association was decided.

H. W. Allen, of the *Express-Advertiser*, gave a talk on ways of advertising in Portland.

# "They Can't Do It!"

In connection with our rebate-backed guarantee of paid circulation, advertisers are frequently told by unreliable persons that it can't be.

But it IS and that is the best answer.

Just put it into your contract that the minimum circulation of *The Ladies' World* must be 600,000 copies per issue, 95% net paid.

Let others talk gross circulation. The *Ladies' World* quotes net figures.

We also count copies actually paid for—not the number of readers supposed to peruse each copy.

Our guarantee of 600,000 copies per issue is always coupled with a big plus which carries the circulation far above the guarantee.

THE  
**LADIES' WORLD**  
NEW YORK

## ROLLING BACK THE TIDE OF SUBSTITUTION

HOW AN ENERGETIC CRUSADE SUCH AS THE CRAVENETTE COMPANY, U. S. A., IS CONDUCTING, MIGHT BE TURNED INTO A CAMPAIGN OF EDUCATION FOR THE CONSUMER

It would help a whole lot toward the killing off of the substitution evil if a dozen or more concerns of national reputation were to start together a crusade of extermination along the lines on which the Cravenette Company, U. S. A., is starting it, and should do it enthusiastically, persistently, with plenty of noise and general publicity.

It might not bring about at once all the desired results, but the moral effect would be excellent, and the focusing of attention on what is getting to be more like a whole hedge than one lone thorn in the flesh of business would be more apt to encourage and promote a thoroughgoing solution than the present sporadic and somewhat disconnected attempts.

The trouble now is that the question of substitution is largely a manufacturer's, not a consumer's problem. The public does not know its rights. It sees in each campaign merely the private interest of the manufacturer for personal protection. It does not appreciate the guarantee which the trade-mark gives. It needs a little education on this head, something like that which the United States Trade-Mark Association is giving its manufacturer-members.

In the meantime the Cravenette Company is going it alone, with the chances that it may go a little farther, with a little more co-operation, than would have been possible a few years ago.

Substitution has been particularly rank of late in the raincoat field. The first manifestations, some years ago, when the company was organized, were smothered in short order. A large ready-made clothing house in the Middle West and a small raincoat concern in New York were stopped almost before they got

started and this checked the more daring exploiters for half a decade or so.

In the meantime the advertising was pulling and the field was becoming more and more tempting to the freebooters. The company had its hands full in developing its market and paid less and less attention to the little fellows. The cases, all except the more flagrant ones, were hard to run down. In most instances, fraudulent intent had to be proved. Moral certainty does not supply the lack of legal evidence, and nothing but a clean-cut conviction is of much avail.

Within two or three months' time, it has become apparent that it was time to do something. There are in New York alone from a dozen to fifteen large stores that in the opinion of the company regularly misrepresent and sell inferior raincoats for the cravenetted kind. Many others are doing it occasionally, and once in a while a large department store gets over the line and sells a large quantity through a "misapprehension."

And New York is only one city of the country, though the largest. The same kind of work is going on all over the land, wherever Cravenette advertising reaches and the public demand for the goods makes it worth while to offer the substitutes for them. The amount of initial business taken away from the Cravenette Company and future business ruined through dissatisfaction with the substituted goods must be very great, even taking into consideration the low purchasing power of the class patronizing the cheap substituting store.

The substitution has not thus far extended to counterfeiting the trade-mark. It generally consists in offering other goods to the uninformed customer with the representation, expressed or implied, that it is the genuine. Often this is supported by a sign or window card advertising bargains in cravenettes. This is almost enough in itself to raise suspicion, since cravenettes are almost invariably sold only in the better class of



**After** The Chicago Tribune and Record-Herald have spent a large amount of money in circulation schemes and all the Chicago morning newspapers have been at one cent for nine months,

**Now** The Chicago Examiner challenges the Chicago Tribune and Record-Herald and agrees to pay to any charity

### **\$5,000.00 Forfeit**

*If this statement is not correct:*

That the CHICAGO EXAMINER has a *larger* circulation in the City of Chicago than both the Tribune and Record-Herald combined.

---

The CHICAGO SUNDAY EXAMINER *sells* more copies than the other Chicago Sunday newspapers combined *print*.

Chicago Office :  
10 South Franklin Street

New York Office :  
25 East 26th Street

stores. When the window card notifies the public that the price has been marked down from \$20 to \$8, as the card in one Philadelphia store did, there is even more food for thought.

The Cravenette Company put the matter of separating the goats from the sheep in the hands of one of its salesmen, N. P. Steadman, and a detective, M. Bartlett.

The first result was the prosecution of a Philadelphia dealer, John T. Gevin, doing business on Chestnut street as the manager of a raincoat concern of which his son, Frank C. Gevin of New York, was said to be the proprietor. On May 25, the father was held in \$800 bail for the quarter sessions on the charge of obtaining money under false pretenses, the evidence being to the effect that an innocent purchaser had received a coat represented to be a "Cravenette," which was not. On June 12 the quarter sessions found a true bill.

The Pennsylvania trade-mark act under which the prosecution was asked is several pages long, but the section particularly applying to the case provides that "whenever person or persons, co-partnership or corporations has heretofore adopted and filed for record or registry, . . . it shall be unlawful and a violation of this act for any other person . . . to make any wrongful use whatever of any such genuine label, trade-mark, trade-name, device, shop-mark, designation or form of advertisement, or any such likeness or imitation thereof, or to in any way use the name or seal of any such person or persons, copartnership or corporation, or any other likeness or imitation thereof, in and about the sale of goods or otherwise, without first obtaining in every such case the license, consent or authority of the person or persons, copartnership or corporation adopting, filing and registering the same."

The penalty for violation of the act is \$200.

By Pennsylvania law, this indictment is only one of three possible actions, all of which may be carried out. The other two

actions are civil. One of these is an action in equity praying for an injunction, and the other is a suit in which a penalty of \$200 for each offense must be paid to the complainant.

Frank C. Gevin of New York, the son of the Gevin just indicted in Philadelphia, is the man who was recently found guilty in special sessions, New York City, of violating the state law against fraudulent and misleading advertising. An arrest of judgment has, however, been granted in this case, which is in effect a reversal of judgment. The district attorney will appeal the case.

The Cravenette Company had no direct interest in this case. It was, however, interested in Gevin, who was doing business at 212 Sixth avenue and 872 Broadway, New York, as a "receiver" for the Plymouth Raincoat Company. It procured evidence on which a temporary injunction was granted in the United States Circuit Court restraining Gevin from using the trade-mark or any portion or imitation of it in any manner, this including and forbidding any use in the window or on the outside of the store.

These prosecutions and actions at law, however they result, will be followed by aggressive work in every city in the country where substitution appears to be flagrant. The campaign has already brought out warm commendation from the dealers who handle cravenetted goods, and who appreciate the support given by the manufacturers, and in addition it has attracted the sympathy and co-operation of other manufacturers who in the past have suffered themselves from the evil. One of these has promised the assistance of his traveling salesmen.

"Wherever a case comes to our notice," he said, "we will do what we can to help you. This thing has got to stop."

J. L. LEWIS WITH TAYLOR-  
CRITCHFIELD

John L. Lewis, former Chicago representative of *Business and Bookkeeper*, has joined the Taylor-Critchfield Company's force of solicitors.

**"BUT WHO IS HOOPER?"**

The ghostly "Fred W. Hooper" and his ghostlier "Advertisers Protective Association" have launched another bolt from the blue in the shape of a second long letter to the press embodying a further attack on Dr. Wiley of the Bureau of Chemistry, United States Department of Agriculture, which letter concludes as follows:

The purpose of this organization is to inaugurate a movement for Dr. Wiley's removal and to obtain the enforcement of the Food and Drugs Act along reasonable and just lines. If Dr. Wiley is not removed before January 1, 1912, it will be the endeavor of this organization to obtain a pledge from the next Republican nominee, as well as the Democratic nominee, for the removal of Dr. Wiley before said nominee can obtain the support of this organization.

We seek the support of the newspapers, who are among the greatest losers by these vicious assaults upon legitimate industries, and respectfully ask you to join us in our efforts. We demand a clean sweep in the Bureau of Chemistry and the appointment of those who place the business of the country above personal aggrandizement or personal prejudice.

The post-office authorities are still unable to locate Mr. Hooper, or his billion dollar association, and letters mailed to the post-office lock box in New York City are returned unclaimed.

Inspectors of the Department of Agriculture suspect a close connection between Hooper and a man who has previously attacked Dr. Wiley. The handwritings of the two are said to resemble each other.

ROBERT J. VIRTUE A PARTNER  
OF CHARLES H. EDDY

Robert J. Virtue, who has been for many years Western manager of Charles H. Eddy, the well-known special representative, has become a partner of Mr. Eddy. He will continue as Western manager. Mr. Eddy has had a very thorough advertising experience. He was for several years a member of the George P. Rowell Agency and is recognized as one of the most able special representatives in the profession.

W. A. WADSWORTH TO OPEN  
AGENCY

William A. Wadsworth, who has been advertising manager of *Popular Electricity* since the first issue, has resigned and after a vacation will establish a special agency.

*"The Standard Paper for Business Stationery"—"Look for the Watermark"*

**Infinite Pains to Make Letters Look Right**

You dictate carefully. You insist on correct spelling and punctuation. You are doubtless a stickler for mechanical neatness in your letters. How about your stationery? In making letter-paper for you we take even greater pains than you insist on your stenographer taking to get your letter right. It's a staving good typist whose work can compare in intrinsic excellence with

**OLD HAMPSHIRE BOND**

Old Hampshire Bond has been as instrumental as the typewriter in placing present-day business correspondence on its high plane of dignity and appearance.

Let us send you the Old Hampshire Bond Book of Specimens. It contains suggestions for letterheads and other business forms, printed, lithographed and engraved on the white and fourteen colors of Old Hampshire Bond.

Write for it on your present letterhead. Address,

**Hampshire Paper Co.  
SOUTH HADLEY FALLS  
MASSACHUSETTS**

The only paper makers in the world making bond paper exclusively. Makers of Old Hampshire Bond, "The Stationery of a Gentleman," and also Old Hampshire Bond Typewriter Paper and Manuscript Covers.

*Made "A Little Better than Seems Necessary"—"Look for the Watermark"*

## HOW TO ANALYZE TRADE PAPER CIRCULATION

IF THE PUBLISHER CLAIMS TO REACH MORE PEOPLE THAN THERE ARE IN THE INDUSTRY, THEN YOU ARE JUSTIFIED IN DISCREDITING EVERYTHING ELSE HE TELLS YOU—NOT HARD TO FIND OUT WHICH TRADE PAPER IS MOST GENERALLY READ IN ITS PARTICULAR FIELD

*By Wesley A. Stanger.*

The necessity of proving wide distribution does not enter into the trade paper's scope at all—that is as far as numbers are concerned. To be a trade paper in the true sense of the name, a publication should cater strictly to the trade it expects to represent. It should not try that world-famous three-ring circus act of riding two horses in different rings, going in opposite directions.

A trade paper should be like a fraternity. Its subscribers should be members of the same class and its circulation should be restricted to its class. The advertiser who uses a trade paper has a right to expect that his announcements will be *carried to the people in the trade and not peddled to the consumer.*

On point of distribution: If a trade paper publisher claims a certain circulation, the numbers should count for naught with the advertiser except with reference to the proportion of the field it covers. Any advertiser may take a Dun's or Bradstreet's and with a nine-dollar office girl check off every person in any particular trade, and then if the publisher's claims of circulation show that his medium covers the field, that should end the argument so far as that particular point is concerned. The fellow with a general medium can claim more than he has, for it is hard to get right down to brass tacks and find any real, rock-bottom basis to prove up on; but with the trade paper it is different.

The trade paper publisher owes it to his prospective advertisers

and those who use his columns, to tell them exactly what he attempts to do. Define to the last notch the field he covers; assure the advertiser and prove up, that he covers certain ground *and that only*, and that he does not go outside of the trade he wants to be a power in.

When a field embraces, say 1,700 of a class, and a publisher claims 2,500 of that class, the advertiser knows that the publisher either lies or else he covers something else besides what he claims. When there are, say, in the neighborhood of 7,500 people in the world engaged in a certain trade or certain trades and allied lines who represent 100 per cent of all of the subscription prospects and a publisher claims 8,000 circulation, he is getting into deep water. On the other hand, when a field is closely defined and a publisher proves up that he covers two-thirds or three-quarters of all of the people in the business, the advertiser has a good buy. Much safer is the latter proposition, for the second publisher is covering his field, and the first one either lies about his circulation or else he covers some other field—a field different from that which he claims. In this case, the advertiser is not safe in using the columns for trade advertising, for trade advertising should be *trade* information and not *general* information.

*If a publisher claims a circulation in excess of the entire field, he must be catering to consumers, and in that event, his columns should be used largely for consumer talk.* No paper can ever cover both fields. Now, if the so-called trade paper really caters to consumer as well as trade the rates are too high, no matter what they are, for consumer circulation can be bought for \$1 a page per thousand or less.

The trade paper publisher has no justification for lying about his circulation. He can't lie and get away with it for long. A manufacturer in any line comes pretty near knowing how many prospective customers he has, and he knows that any circula-



**Sworn  
Circulation  
44,000  
Copies**

**JOHN W. CAMPSIE,**  
*Business Manager.*

*Foreign Advertising Representatives:*

**CHARLES H. EDDY, 5024 Metropolitan Building,  
NEW YORK.**

**EDDY and VIRTUE, 1054 People's Gas Bldg., CHICAGO.**

**The Largest  
Circulation  
that  
Counts**



tion that a paper has outside of that is of questionable value to him. He knows, on the other hand, that the trade paper that is all trade, nothing but trade and covers at least 49 per cent of the field, or more than 51 per cent, is a good buy all of the time.

There is the matter of results. The man who has been on the job very long buying space, knows that in his field certain circulation and certain argument should produce a certain percentage of direct returns. This percentage varies, of course. In addition to this there is the value of the publicity, and the value that lies in having his dealers and those of his organization see his advertisement, in keeping up their enthusiasm and interest; but on the matter of actual returns, he knows that he is entitled to a given percentage in almost every case.

Now, if a publisher claims a circulation of 10,000 and gets returns on a proportion of half that, the advertiser knows that either the publisher lies or else half of his circulation is worthless and a liability rather than an asset. On the other hand, if a publisher has 5,000 and produces in proportion, the advertiser has earned 100 per cent. Anything over his proportion is pure, deep, plush velvet.

The trade paper circulation liar is soon to pass, anyhow. Recently the advertising managers got together in their National Association of Advertising Managers—and this is a good thing for the trade paper publisher who is willing to do business on a fair and reasonably honest basis. It is going to force the publishers who lie to get out of business or quit lying. It is going to even things up and it is going to bring about an era of higher rates for the legitimate, businesslike trade paper publisher and at the same time give the advertisers a better run and bigger value than they have ever had before. Already the untruthful trade paper publisher is getting his occasionally.

Not so long ago, a bunch of trade papers started out after a

certain line of accounts. Competition for the business was keen. These trade paper publishers called on E. St. Elmo Lewis, of the Burroughs Adding Machine Company, and fought for the business. He took all of them on for some space because he knew that they were giving him too much for his money in some cases—especially if they told the truth about circulation; while in others he felt that rates were not up to claims.

Then he started out to investigate on his own hook. He found out exactly how many there were in the lines of business these publishers claimed to represent. He secured a statement from each publisher of exactly what he claimed to do and how he did it. Then he went to work and got personally in touch with every concern in the business and found out just what papers they read, which ones they paid for, and all about it.

When he was through he knew more about each paper than the publishers did themselves, and then he let them all come in and tell their stories over again. One at a time he dropped them with hot shot and then mangled the remains with shrapnel. When he finished he knew what papers he wanted to use and how to use them, and he made out his appropriation accordingly. Some fellows got increased space and others got the hook.

This looks like an expensive experiment, and so it was, but he saved the cost in a short time, for he eliminated the liars and got full value out of those he used.

Advertising men usually know their business. If they don't, the board of directors creates a vacancy and then fills it with new material.

There is no justification or logic in lying on the part of a trade paper publisher, and any advertising manager, no matter how large or how small his appropriation or how new he is at space buying, but who can, with a few figures, find out what he should expect, and what actual conditions are, and then separate the circula-

tion liars from those who actually give service. In the trade paper business it is class and service that count. It is a question of whether the papers in question cover the field or not; and it is not a matter of how many thousands are printed and sent out. If a trade paper covers the field it can do no more. If it more than covers the field it is doing too much and is overreaching itself, nullifying its own efforts and reducing its own value. If it is not doing both of these, then the publisher is misrepresenting, and the publisher who offers more than he gets paid for will end in a few months in the receiver's hands, or else he will find himself eligible to the Ananias Club.

#### PRIZES FOR DALLAS REASONS

The Dallas Advertising League has offered a prize of \$10 to the member writing the best letter on the subject, "Why Dallas Should Have the 1912 Convention of the A. A. C. A."

C. E. Hudson addressed the club June 6 on "Advertising Mediums."

#### FOR SECOND CLASS MAIL HEARING

The commission appointed by the President to inquire into the cost of the transportation and handling of second class mail will begin its public sessions July 18 at 10:30 o'clock at the court room of the Circuit Court of Appeals (No. 124) in the Post-office building in the city of New York. The commission is made up of Associate Justice Charles E. Hughes of the Supreme Court of the United States, President A. Lawrence Lowell of Harvard University, and Harry A. Wheeler.

#### LONG DISTANCE AD TALK

Over a distance of many miles, John W. Philp, of the Dallas Advertising League, addressed a gathering, June 20, in Abilene. He was at the Telephone Building in Dallas. Twenty-six hearers sat about a lunch table at Abilene, each having the long-distance receivers to his ears. He spoke on "Creative Force in Advertising," and Dallas' plan to land the 1912 convention of the Associated Advertising Clubs of America.

#### "HUMAN LIFE" IN NEW YORK

*Human Life* is now being published by Edmund F. Hackett, who has moved it from Boston to 263 Fifth avenue, New York.

**The  
George L. Dyer Company  
42 Broadway  
New York**



**Newspaper Magazine Street Car  
and Billboard Advertising  
Business Literature  
Publicity and Merchandising Counsel**

## MAKING TRADE PAPER ADVERTISING PAY

**FIXING THE BLAME FOR USUAL RUN OF POOR COPY IN TRADE PAPERS—AGENTS SELDOM EQUIPPED FOR TECHNICAL SERVICE—BEST RESULTS WHEN COPY STAFF OF PAPER WORKS DIRECT WITH ADVERTISER**

*By William G. Colgate.*

How is it, one asks, that so few advertisers, comparatively, devote the time, attention and study essential to the proper planning of copy for trade and technical publications? That this particular phase of trade paper advertising is open to radical revision must be apparent to all. That the trade press constitutes a valuable aid toward enlisting the good will, co-operation and distribution facilities of the dealer will also be generally conceded. In fact, with most national advertisers a forceful, informative campaign in the trade press is invariably considered a supplementary and strengthening feature of the main campaign.

Since this is the case then—and it *is*—it seems relevant to ask who is responsible for so much of the futile and stereotyped phraseology and bizarre and unattractive layouts which pass as efficient trade journal copy. The advertiser? The solicitor? The agency? It must be one of these.

Lack of specific advertising knowledge and pressure of business absolves the advertiser in a sense, although he may be indicted for complicity when he permits someone to prepare his copy for him.

Solicitors for trade papers, who are personally responsible for much of the trade-paper advertising, are seldom properly qualified for the writing of advertising copy. Their own regular duties, if nothing else, would prevent them from devoting to this service the close attention and careful study that its importance demands. For this reason the services they pretend or honestly try to perform for their advertisers may be considered negligible. So, that while the solicitor's offer to

write free copy may be, and in fact oftentimes is, a good lever for getting business for the solicitor, it is usually noted for its inability to accomplish the same purpose for the advertiser.

With the elimination of the advertiser and solicitor from our consideration on perfectly natural and logical grounds there is left the agency as the apparent culprit. Now, let us examine into the agency's relation to the trade press and see if we cannot secure at least some sort of a definite and intelligent reply to the oft-recurring question directed from time to time toward the quality of trade journal advertising, and if possible fix the blame where it properly belongs. In the matter of magazine and newspaper advertising, we know that any reputable agency conducting a national account will employ the highest-priced copy writers in its service, purchase drawings from noted artists, have expert typographers attend to layouts and selection of type faces, secure the finest engravings to be had, and in every detail from the planning and mapping out of the campaign to the making of the electrotype plates enlist every resource known to modern advertising to insure the successful issue of the campaign. So much for the newspapers and magazines. But what a sharp contrasting change of policy is noted when the question of trade journal advertising comes up for discussion.

Agencies there are whose strict sense of duty and service to their clients impel them to render the most efficient service that it is within their power to give. It is due to agencies such as these that trade paper advertising is proving one of the strongest and quickest and most profitable sales-building forces available. Unfortunately, however, agencies of this class, as a perusal of any of our trade publications will affirm, are lamentably in the minority.

Now, there would seem to be two important reasons for the apparent inefficiency of agency service as applied to trade journal advertising. In the first place, most trade papers refuse agencies com-



# The Most Wonderful *Big* Record Made in America in 1911

The Birmingham News has set a new pace for the big daily papers of America by achieving a

## 55% Gain In Foreign Advertising

during the first half of 1911. It is a record that has never been surpassed by the biggest in the business.

First 6 months 1911.....	715,330 lines Foreign
First 6 months 1910.....	462,846 " "
Gain .....	252,484 " "

Here is the relative standing of the three Birmingham dailies for first half of year:

The Birmingham News.....	715,330 lines Foreign
The Ledger .....	491,202 " "
The Age-Herald.....	534,220 " "

This tremendous gain has followed a clean, aggressive campaign for new business, backed by a "clean" paper got out by a clean force of high-priced men. The result has been inevitable.

Lead of The News over The Ledger.....	46%
Lead of The News over Age-Herald.....	34%

Here are also the figures on local business:

The Birmingham News carried.....	2,089,234 lines
The Ledger carried.....	1,630,174 "
The Age-Herald carried.....	1,768,228 "

PAID circulation of The News guaranteed largest in Alabama. Bona-fide daily average in June was 25,581.

# The Birmingham News

*"Alabama's Leading Daily"*

VICTOR H. HANSON  
Publisher

N. Y. Office—8206 Metropolitan Bldg.

ALBERT HANSON  
Mgr. Foreign Adv.

missions; and secondly, few agencies are properly equipped to devote the necessary time and study to trade and technical problems. Agencies, as a rule, have no copy writers on their staffs with sufficient technical training to be able to write intelligent and convincing copy. As a result they give for the most part but casual and perfunctory attention to the preparation of trade paper copy. They buy as little space as their client will agree to take, or fill big space where commission is paid with wearisome reiteration of platitudes framed on general lines, alternated with cut-and-dried announcements. Neither policy is calculated to give the advertiser that faith, confidence and enthusiasm in trade journal advertising which its results, when rightly attained, richly warrant.

A business manager of one of the largest technical publications in the country was recently discussing with an agency man the reasons for the dearth of good copy in the advertising pages of the technical and trade papers. In the course of his remarks he reflected rather warmly on the character and policy of those agencies that made a pretense of conducting a systematic, educative and aggressive campaign to the dealer through trade paper channels and then left the advertising to do the best it could under a ruinous handicap of poor copy.

"Now," he said, "take the case of one of my advertisers whom I called on to-day. This man through his agency has been running full-page space for a whole year with hardly a change of copy during that time and then it was only a bare business announcement at that. A whole page space, mark you, and only a half a dozen lines in which he asked readers to send for quotations. You can't blame advertisers for getting sore on trade papers when their advertising is handled in such indifferent and wasteful fashion. The advertiser naturally expects results for his money and would probably get them with the right kind of copy. But how in the name of common-sense is he going to get them with copy that

wouldn't sell fish to a hungry cat? When he doesn't get results he quite naturally puts it up to the agency to explain, and the agency not knowing what to do places the blame for its sins of omission on the trade paper and as a consequence it is cut off the list as being N. G. without a fair trial."

As it happened in this case, however, the agency lost out. For the technical paper, laying the case before the advertiser, managed to make it clear and convincing to him that, although the agency handling his account had a very excellent staff of copy writers for general publicity, they did not have nor could they afford to engage or retain a man with sufficient technical knowledge to be able to write clean, intelligent technical copy embodying the vital sales-making element. And the advertiser, realizing the wisdom of this suggestion, unreservedly placed his account, so far as his trade advertising was concerned, in the hands of the trade paper's copy service department.

Continuing, the business manager said: "But what made me madder than anything was the fact that I paid this particular agency a commission of 15 per cent. But I'm through with such agencies. They not only alienate us from our advertisers, but they actually keep their clients' appropriation for trade paper advertising down to the minimum amount; that is, they buy a quarter page when their client should use a half-page or full-page space, simply because no commission is received or because the agency feels it cannot undertake to fill larger space.

"In another instance a wire fence concern whose business was placed by an agency ran a quarter-page for a year without a single change of copy. On the other hand, an advertiser in Montreal ran a page for a year for which a monthly change was prepared by our copy service department. This advertiser seemed satisfied and said so at different times. But at the beginning of the year a local agency took over his appropriation. When the new list was made up our paper was left off. I trav-

eled down to Montreal to find out what was the matter. The advertiser seemed surprised when I saw him. He said he didn't know that our paper had been left off the list. He saw his agency, but nothing could be done as the money had all been distributed. No reason was given except the very convenient one, 'appropriation exhausted.'

"Since that I've made up my mind to one thing: Hereafter, so far as our paper is concerned, I'm going to induce as many of our advertisers as possible to do business with us direct—and educate them to the use of our copy service department. By this means I hope to get better results for them and encourage them to expand their accounts from time to time as the increased business warrants it. I have no quarrel with advertising agencies as a whole, but my first duty is to conserve the interests of the paper, its present growth and future prestige, and to exert every means in my power to see that our advertisers get a square deal and the maximum return on their individual expenditures."

And who shall say that he was not within his rights in so contending?

It is plain then that the deductions to be drawn from this direct and truthful exposition of the case for the trade journals point to one conclusion: The advertiser should have his copy written by the copy service department attached to the paper in which he is advertising for the reason that it is closer to its individual field than he can ever hope to be. Or have the agency do it and pay them for it. This, it seems to me, is the real solution of the present unsatisfactory condition of things as exemplified by the advertising shown in the current trade and technical publications.

#### CHICAGO MAY WANT CONVENTION

The Chicago Advertising Association is taking a straw vote of its members to see how many members are in favor of going after the 1912 A. A. C. A. convention.



*"Behold a sower went forth to sow."*

*Let us tell you a little imaginary tale of a farmer (imaginary, because no real farmer would ever be so foolish).*

This farmer had broad acres, wide stretching fields, but he was very short of seed, had barely enough for one acre.

He was ambitious to emulate some of his neighbors who reaped whole quarter sections, and he took his little bag of seed and sowed it over hundreds of acres. Only a grain fell here and there. Some of it the birds got; other grains fell in very stony places; but an occasional grain took root and grew.

Then in due season came the harvest. Scattered as it was, it cost him more to gather the crop than it was worth. He had lost his seed and his season, sacrificed his land and given his labor for nothing.

The analogy between farming and the development of trade by advertising is strikingly close in many ways. We call the farmer foolish for scattering his seed, when by tilling and sowing one field properly he might have reaped a crop and in time extended over his whole farm.

But is he more so than many an advertiser who, with a limited amount of money and perhaps a restricted production, attempts to cover vast territory indifferently, when he could concentrate on one section, develop that thoroughly, and as his facilities increase, add section after section, working each completely and effectively?

*The newspaper advertiser is an "intensive farmer."*

We represent newspapers in a number of prosperous cities. We are at your service in picking and developing one, ten or twenty of them from an advertising and trade standpoint.

In time you can safely cover the whole country in this way.

**THE JOHN BUDD COMPANY**  
Newspaper Advertising Representatives.  
Brunswick Bldg., New York; Tribune  
Bldg., Chicago; Chemical  
Bldg., St. Louis.

## THE "GAME" OF SELLING

THE SAME SPORTSMANLIKE QUALITIES THAT MAKE FOR SUCCESS IN OTHER GAMES ARE NEEDED IN SELLING—HUMAN NATURE WORKS AND PLAYS WITH THE SAME EQUIPMENT

By J. W. Binder.

Some time ago a reporter from one of the big business papers came to see me. He wanted me to tell him something about salesmanship, and handling salesmen.

I had many times, when I was a reporter, been sent out to interview men, on subjects which, while they were Greek to me, were "pie" to them. So I sat this boy down by my desk, offered him a cigar (they always did that to me) and said to him: "Son, you uncork a pretty big barrel when you tap the subject of selling. It's a great game—the greatest game in the world. It has lashed to the mast baseball, football, cricket, checkers, casino and draw."

"Excuse me, sir," he broke in, "while I write that down." And he did. (He was a cub reporter.)

When he got to the last game, he hesitated a moment, and then ventured: "You don't mean 'draughts' where you said 'draw,' do you?"

"I do not," I answered quite firmly and positively. Then I continued:

"I know that what I said is rather a broad assertion to print in a newspaper story which is to be read by red-blooded Americans, but I am looking for trouble; so dispute it if you dare.

"Baseball is a great game. No one who lives near me in Hackensack will deny that I believe this. I have attended ball games since I was so high, and am a rooter from Rooterville. I am also the father of two big boys, one of whom is a promising pitcher. The other, while not exactly a Roger Bresnahan, is nevertheless a good catcher.

"However, I say that selling is the *greatest* game in the world. For, look you, all the games I have mentioned are games in which physical prowess counts. If Hans Wagner weighed only eighty

pounds, it is very unlikely that he would lead the League in batting; and a football player who weighs in at less than half a ton, is not very useful in the game.

"In other words, it is beef that counts in the other games, plus, of course, some headwork.

"Selling, on the other hand, is a game of brain, pure and simple. I know that some believe it is a matter of story-telling and being a 'good fellow' at the bar. Those who know the game best deny this. There are no bats and balls in this game. The tools with which a salesman works are of more subtle stuff. Knowledge is one; confidence, another, and enthusiasm wins more games than any other.

"Let's play the game.

"Say I want to sell a big railroad corporation. Do I make a bee line for the president's office and break down his office door? Not any more than Matty would think of going into a game without warming up. I spend much time in getting all the information possible to obtain from any source about the prospect—the railroad. Whenever I find out anything about the needs or policies of the road, I make a note of it and put it on a card, bearing the name of the prospect.

"When I believe that the time is ripe, and when I have my data in shape, I make my approach. This, now, is the game. All that has gone before was but the placing of men on the board. The data which I have collected tells me who the man is that it will be best to see. That man I now seek out and having ascertained, also from my data, at what hour of the day he is least busy, my card goes to him about that hour.

"I am told to enter. I do so, and lose no time in telling him about my proposition, and what it will do for him and his business. I boil my arguments down so that even your city editor could not find a superfluous word.

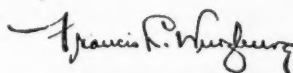
"Mr. Man makes objections. That's his countermove. I answer them and anticipate others—My move.

"He states that his road has no  
(Continued on page 35)

# A maker\* of a household article

whose first ad in The Monthly Style Book pulled over 10,000 replies has just written that The Monthly Style Book is selling more goods for him than any medium he ever used.

*Is The Monthly Style Book selling goods for you?*



Manager Advertising Department  
4th Avenue at 36th Street, New York

\*Name on Request

## Have you ever heard of

"Kayser's" Gloves  
 "White Rock" Water  
 "C/B" Corsets  
 "Keen Kutter" Razors  
 "Wrigley's Spearmint" Gum  
 "Heatherbloom" Petticoats  
 "Budweiser"  
 "Porosknit" Underwear  
 "Corticelli" Silk

?

The manufacturers of these articles have spent thousands of dollars to make them known. Yet, isn't it a fact that when any of these names are mentioned you immediately think of the *Electric Sign* that you've seen?

No matter what other advertising they may have done, or are doing (and it is considerable), *this* is what you recall first.

Such a lasting impression can only be created by these enormous Electrical displays on the "Great White Way."

We now have one to offer. May we discuss it with you?

**The O.J. Gude Co., N.Y.**

935 Broadway, New York

Some other famous users of Electric Signs whom you no doubt remember:

Gillette Safety Razor Co.  
 C. and C. Ginger Ale  
 Red Raven Aperient Water  
 Auto Strop Safety Razor  
 Old Dutch Cleanser  
 Trimble Whiskey  
 Victor Talking Machine  
 Cailler's Chocolate

Gold Seal Champagne  
 Sanderson's Scotch  
 Royal Typewriter  
 Runkel's Cocoa  
 El-Bart Gin  
 Regal Shoes  
 Wilson Whiskey

Coca-Cola  
 Carbons  
 Perrier Water  
 Thermos Bottle  
 Diamond Tires  
 Omega Oil  
 Haig & Haig

money for new ideas. I counter-move by telling him in that case my proposition will make the road money by saving half of a certain item of expense.

"He tries to checkmate me by saying that he knows of no one who is using my machine. I make a breach in his line of defense by telling him at random of twenty of the greatest railroad and industrial corporations in the world who use all the way from ten to four hundred. I assure him that what my machine did for those men whose time, like his, is worth dollars per minute, it will certainly do for him. As the story, told with enthusiastic conviction, unfolds, I feel the antagonism of his spirit give way. He unconsciously leans more and more forward in his chair. He is interested, and that interest I deepen into enthusiasm, and that into positive assent, which leads him to put his signature where I want it—on my order sheet.

"That," I concluded, "is the game of selling. Beat it, if you can!"

The reporter said he couldn't and went away, to write out the interview.

I have set down this interview in the story for two reasons. First, because it proves how great a factor in selling the human element in its higher development is; and second, it properly introduces the subject of handling men who sell things.

To do this successfully takes top-notch men. You can find a hundred factory managers—production men—to every one man who can successfully organize and maintain a selling force—a distribution man.

In my experience as a sales manager (said by others to be successful), I have seen many men come to my desk and go away—some to success, others to failure. Some of them to become men of whose friendship I am proud; others who will tell you that they were never given a chance to show what was in them. I have set down here the stories of a few. From these you will see how differently each had to be handled:

I was sitting at my desk one day trying to work out a way to increase sales and reduce expenses when the boy brought me a card on which was engraved the name "Francis W. Downe."

I turned to the boy and said, "What's his business?"

"He said fer to tell you, if you asked, *he* was the business," said Terry, the unterrified office boy. Terry was Irish—that has a bearing on the story.

"Show him in."

In a minute Terry opened the office door. Enter, Francis W. Downe. He walked across the ten feet of rug between the door and my desk in three strides and stood before me, straight as an arrow with his head up, chin and chest out, and before a word was spoken, his personality had made its impression on me. He grasped my hand in a firm, positive way and said, "My name is Downe. I want a job."

"Son," said I, "I can read, and men who send messages like that generally want jobs. Sit down."

He smiled—a genial Irish smile—and sat down. I continued:

"Now about that job: I haven't room for another man on my sales force at present and I am not extending my territory."

"Yes you have," he came back at me, "you always have room for a man who can make good. You have room for me. I can sell your machine—I *know* it."

Here was a man who was **surely** selling me his services. The first factor in successful selling, you know, is confidence. This chap had that commodity to burn. He had me sitting up.

"You seem to be a pretty positive sort of man," I said to him. "You *know* you can sell my machine. What do you know about it?"

"Nothing," he replied like a shot.

"What have you sold before?"

"Nothing."

"What have you been doing?"

"Annealing type molds on lino-type machines."

"And you think you can sell that machine, having never sold *anything*?" I asked in astonishment.

"I know I can," he replied without a moment's hesitation.

His confidence, his manly bearing and that psychological sense which is part of the equipment of every successful handler of men had its effect on me to such an extent that I asked him where he would like to work if he came with us.

"Here in New York, until I have mastered your sales methods and policy, and then on the Pacific Coast," he replied.

"Well, give me your references," I said, "and I will see what can be done."

"Can't give you references. Had a fight with the boss because he stole my process for annealing type faces. That's why I quit."

Here was a nice combination. The man had "sold" himself to me—that is, I believed he was, or could be made, a salesman, and yet he could give me no references. However, he asked for no salary and was willing to work on the regular commission, so I told him to come on the following day, and I assigned him to the hardest territory in New York City. After coaching him thoroughly in selling, I started him out with one of our oldest and supposedly best salesmen. His first month's sales were double those of any other salesman. At the end of the sixth week he came to my desk again, religiously sending his card by Terry, and said:

"Well, boss, I am ready to go to the Coast."

"Why not stay here?" I said. "We want good men here."

"Me for the Coast," he said. "I can work better by my lonesome."

"But I am not ready to open on the Coast," I protested.

"It will pay you to get ready, and put me out there," was the confident answer. "I'll need \$300 to pay the expenses of myself and wife," he added as an afterthought.

He had me going. That afternoon I took a requisition for the money to the general manager, who was my boss. "What do you know about this man you want to send 3,000 miles across the continent?" he queried. I told him

the story just as I have told it here. He called up the linotype factory and got the superintendent on the wire. Flannery was that official's name. Did he know Downe? Well, he just did. He was a damn good workman, but a fighter. That was all.

My boss turned to me with a question in his glance. He told me what Flannery had said. The boss said: "I don't believe you had better do this. Keep the man here where you can watch him." I said: "I know this man. You sign the requisition, I'll take the responsibility and guarantee the \$300. I'll back a fighter like that any day."

He signed the requisition and Downe left for 'Frisco. He made good from the first and I took much pleasure a while ago in sending a copy of a telegram to the boss which I had received from the fighter. The wire read:

"Have just sold the Southern Pacific one hundred and fifty machines."

It was the largest single sale of our machines ever made.

#### IT PULLED, ANYWAY

JOHN WANAMAKER,  
PHILADELPHIA, June 24, 1911.

Editor of PRINTERS' INK:

I was very much interested in the article in PRINTERS' INK of June 22, in which Waldo P. Warren told how H. G. Selfridge O. K'd a \$600 advertisement he didn't like just to keep from hurting the feelings of the department head two months before Christmas.

I have a very distinct recollection of the advertisement referred to [Mr. Quinn was department manager at Marshall Field & Company's at the time] and although riper experience would no doubt produce a better advertisement, it could hardly turn out a more resultful one.

Besides selling in the various sections about 14,000 articles of silverware at 95 cents, the sale, as I recall it, gave a momentum to the holiday business which lasted until Christmas.

The point he makes is, nevertheless, a good one. I spent weeks on the merchandise for that advertisement, and had it been "killed" there would have been a damper on my enthusiasm which would have had a tendency to check the steam I was getting up for the holiday business. Mr. Selfridge was right.

RICHARD QUINN.

The negative advertisement and the man with a grievance get about the same attention.—"Rusty Mike's Diary," Seattle, Wash.



# Advertising in ENGLAND

American Advertisers interested in the British proposition are faced with so many difficulties that to facilitate business we have appointed as our managerial representative in the United States

**Mr. J. D. Hampton**

**of 50 West 24th St., New York, Tel. 2354 Gramercy**

Mr. Hampton is himself an advertising man of wide experience in the United States and has the great advantage of having lived in England and been in close touch with English advertising conditions for a considerable time.

## For Ourselves

we claim to have a practical advertising organization with a personnel second to none in the United Kingdom. We are entrusted with the advertising of numerous high-class businesses, including Colman's Mustard, Bovril, Rowntree's Cocoa, Fels-Napha Soap, Albion Motor Cars, Zog, Skipper Sardines and many others, and all our clients will cheerfully respond to questions about us.

## The Best Evidence

of the quality of our service lies in the work we have done. A glance at some of this will shew an American Advertiser that there is a depth and a soundness in it which is equal to the best in his own country, and will satisfy him that, given an opportunity, we shall not fail to make good.

We are supplying Mr. Hampton with current examples of our work and he will have pleasure in submitting them to any Advertiser with our terms and all particulars.

**SHBENSON LTD**

**Professional Advertisers,  
KINGSWAY HALL,**

**LONDON, W. C., ENGLAND**

**50 West 24th Street  
NEW YORK**

## CLEARING UP HAZINESS ABOUT TRADE-MARKS

HOW HIT-OR-MISS PRACTICE OF  
THE PRESENT WILL GIVE WAY TO  
APPLICATION OF BUSINESS PSY-  
CHOLOGY—FROM ADDRESS BEFORE  
PROPRIETARY ASSOCIATION OF  
AMERICA, NEW YORK, MAY 25

*By Arthur W. Barber,*  
Secretary of the United States Trade-  
Mark Association.

The conscious application of the principles of psychology to the problems arising from the use and ownership of trade-marks has yet to be made. When this application shall have been made, the choice of trade-marks, the manner of their use and the legal rules governing such use will gain immeasurably in certainty and definiteness.

You know the elementary principles of choice, that you must, for example, exclude from your calculation all descriptive and geographical terms. We shall pass over those and concern ourselves only with those marks that are perfectly good and valid in law.

Among these, let us see if there is any principle of selection. You know that one of the recognized methods of influencing action, recognized by ourselves in daily life before it was by psychologists, is through mental suggestion.

When the now famous Mr. Post sought a name for his coffee substitute, he chose a variation of his own, and called it Postum. He has a trade-mark that is worth millions, but he has made it so by persistent and expensive advertising. It is an absolutely neutral and colorless mark, free from any shadow of suggestion.

Contrast with that, another word trade-mark that is the greatest triumph of human ingenuity among mere word marks, "Uneeda" of the National Biscuit Company. That is a mark easy to understand. It speaks the common language of high and low, of rich and poor. There is nothing subtle or indirect in its appeal. It is bold, straightforward and outspoken—a frank bid for public favor.

Because it speaks to a physical appetite and a universal want, there is nothing offensive in its appeal. It does not follow that it would be equally well adapted to the making of any product. A Uneeda perfume, for example, would repel nine in ten of the buyers it was meant to attract, for its implication is distinctly offensive; but we all know hunger, we all need food, and we listen to the trade-mark that boasts its power to satisfy our want.

I do not claim that a good trade-mark will sell any goods. To make a permanent success there must be quality back of the mark; the product must make good in what the trade-mark claims for it. Moreover, any large success means large expenditures for advertising.

What the success of Postum proves is that such advertising will popularize a poor mark. All that can be claimed for a good one is, that it will show greater results from the same effort. It is not a dead weight that has always to be lifted. It is a living thing, that *takes hold and pulls*.

Another illustration of the same sort. Diamond dyes have been familiar for a generation as the standard of quality in that line, but they have been so because of their advertising. Perhaps the name was originally adopted to convey the idea of supreme excellence, of unexampled worth. If so, it seems to fall short of carrying the idea.

Contrast with this the suggestive value of the word "Rainbow," as applied to the same thing. "Rainbow Dyes," how eloquent the word is of beauty of coloring, of softness of tint, of delicacy and harmony of shade.

Remember that dyes are for woman's purchase and if you say so fanciful an appeal would be lost on you, the answer is, it was never meant to reach you.

What I have said of words is equally true of design trade-marks. Like words, pictures derive most of their effectiveness as trade-marks from their suggestive force.

How much of its splendid success, think you, does the Pru-

dential Life Insurance Company owe to its use of the rock of Gibraltar?

"Old Dutch Cleanser" is one of the best of the newer trade-marks. Who could look upon the figure of the sturdy Dutch woman, immaculate in neatness and with a reputation for cleanliness that has become proverbial, and not be impressed with the superlative cleansing qualities of the cleaner that "chases dirt"? The mark is a splendid example of adaptation to its subject. It is crude, forceful and persuasive of efficiency. It is not delicate or refined. If it were, it would be a poor trade-mark for a scrubbing compound. It is just the thing for its purpose, but it would kill a toilet soap, for it suggests too great a need, when the need becomes a personal one.

The Gold Dust Twins have laughed their way into many American homes. They have the merit of being striking, original and amusing, but as a means of impressing upon a normal mind the cleaning properties of "Gold Dust" they are weak in comparison with the vigor and power of the "Old Dutch Cleanser."

So much by way of suggestion as to the value of trade-marks, seen from the psychological standpoint. The greatest service, however, that psychology can render to the trade-mark owner is in aiding him to solve the puzzling question of fact that arises, whenever infringement of trade-mark, or imitation of goods and packages is charged.

The principle that governs in such cases is now very well settled; that no man shall be permitted to sell his goods as the goods of another. So much progress we have made. So far we have gone in recognizing the psychological basis.

Our trouble comes when we would apply the principle to a given state of facts, and decide whether the offender is using means that will lead to the sale of his goods as the goods of his rival.

No one familiar with the cases on trade-mark infringement and unfair competition can fail to be

## Yours?

All of the  
readers of the  
Woman's Home  
Companion  
are somebody's  
customers—  
yours, if you  
make them  
so.

impressed with the haziness of the ideas entertained by the courts, with the absence not only of any fixed standard of imitation constituting infringement, but of any definite rules for arriving at such a standard in a given case.

In most cases we cannot even prove deception of the careless and ignorant. We must content ourselves with trying to convince the court that confusion of the goods and deception of the customer are reasonably probable.

Sometimes we have the testimony of trade witnesses, so-called experts, who aid the court with their opinions on the probability of confusion. What makes their evidence of little value is that they are called to testify, not to facts which they know, but to opinions which they hold; and they are altogether too familiar with the subject-matter to make their opinions of weight.

What we get from the court in a case thus presented is never the determination of a fact upon conflicting evidence, but a mere opinion upon the probability of a future event, the deception of the purchaser.

Occasionally the judge is conscious of the conditions which the problem involves, and seeks to put himself in the customer's place. This is a step in the right direction, for when we try to reproduce, even in imagination, the conditions under which the purchase is made, we are at the beginning of the true method.

What remains to be done is to reproduce those conditions in fact, in the psychological laboratory, and then, in the place of speculation as to what the customer will do, substitute observation of what he actually does. This, experimental psychology will do for us. There are doubtless many difficulties to be overcome. To reproduce in a laboratory the essential conditions of an ordinary purchase may not be easy. That difficulty, however, will be met, and, that done, the rest is but matter of observation.

So, step by step, we shall arrive at the point where, given two trade-marks or labels, the original and the imitation, we shall

be able to affirm as a matter of fact, and not of opinion, that the imitation does mislead, or that it is rejected by the normal mind as spurious.

#### DALLAS AFTER "P. I. CUP"

The Dallas Advertising League is not only going after the 1912 Convention of the Associated Advertising Clubs of America, but it is after the "PRINTERS' INK Cup" and the "Boston Mileage Banner" as well, and what is more, it expects to get all three.

"Please understand, we are not selfish," says Mr. Haughton, the secretary, "but when we put down in black and white just what this club has accomplished, and when the mileage is figured, I do not think there will be any doubt that we will get both Cup and Banner."

Dallas good-humoredly resents the idea that Texas is too hot for a convention. There are more deaths from heat in a day in either New York or Chicago, it points out, than there are in Texas in ten years.

"Why, we had the Elks here one July," says Mr. Haughton, "and did not even have one prostration from heat, whereas in California the following year, they had one or two deaths from heat."

#### NEW HAVEN PUBLICITY CLUB ENJOYS SHORE DINNER

The New Haven Publicity Club, New Haven, Conn., held an annual shore dinner at the Colonnade, Savin Rock, June 27. It was the banner night of the year. Col. Norris G. Osborn, editor of the *Journal-Courier*, was in the toastmaster's chair. Frank J. Rice, mayor of New Haven, showed what the Publicity Club had done for New Haven. George W. Hopkins, a director of the Pilgrim Publicity Association, and advertising manager of the Loose-Wiles Biscuit Company, of Boston, spoke on "Advertising and Merchandising from a Manufacturer's Point of View." "Efficiency and Efficiency, Methods" were explained by Harrington Emerson, president of the Emerson Company, of New York. J. D. Kenyon, vice-president of the Sheldon School of Scientific Salesmanship, spoke on "The Science of Business Building." One of the features of the banquet was the singing of local songs by all the members led by E. I. Atwater. The banquet was one of the most successful ever held by the Publicity Club, the live wires of New Haven.

#### EDITORS HEAR ABOUT ADVERTISING

The Southern Iowa Editorial Association held its summer meeting at Des Moines, June 22 and 23. W. D. Junkin, of the *Fairfield Ledger*, spoke on "Best System of Keeping Advertising, Subscription and Job Accounts," and Paul Stillman, of the *Jefferson Bee*, on "Advertising of State and Educational Institutions."

# CIRCULATION IN THE OPEN

To advertisers who want to know, nothing short of a personal examination could be more convincing than the following certification from an authority of national reputation—the italics and caps are ours.

William C. Freeman in New York Evening Mail:



The late JOEL CHANDLER HARRIS, "UNCLE REMUS."

I went through the printing plant of *Uncle Remus's Home Magazine* at Atlanta on December 27th to get confirmation of what I had heard about this marvelously successful publication.

What I am going to tell you about it will be a MIGHTY GOOD ADVERTISEMENT FOR "UNCLE REMUS," but I am glad to give it, for two reasons:

*First—It does business on the square.*

*Second—It does not care who knows it.*

The subscription list IS RIGHT BEFORE YOUR EYES in the Uncle Remus building.

There are galleys of names at the right of you, at the left of you, in front of you, all around you—ALL IN THE OPEN.

Look at any name, or any dozen, or any thousand names, and books are shown you when the subscription came in, when it expires, and then cash books are shown, and deposit slips, and the whole shooting-match is confirmed.

THAT IS THE WAY TO DO THINGS—NO CONCEALMENT ANYWHERE—NO DEVICE TO KEEP ANYTHING HIDDEN.

No advertisement of a QUESTIONABLE CHARACTER—NO FAKE of any kind—CAN GET IN *Uncle Remus's Magazine*—not for any amount of money, because "Uncle Remus" WILL NOT FOOL ITS READERS.

Its advertising rates are as straight as a string—no secrets or special rates of any kind. EVERY ADVERTISER IS ON AN ABSOLUTE BASIS OF EQUALITY WITH EVERY OTHER ADVERTISER.

THAT'S THE WAY TO PLAY THE GAME. IT WINS—ALWAYS.

Many national advertisers have proven the truth of the above and are regularly using the columns of

## Uncle Remus's Home Magazine

Founded by Joel Chandler Harris

because they have learned that it is a real and loved factor in many thousands of Southern homes.

**Guaranteed Circulation 225,000**

**Actual Circulation 244,000**

\$1.00 per line—less for quarter page and larger space.

Forms for September close July 15th.

**The Sunny South Publishing Company**

*F. F. Fayram*

President and Manager

ATLANTA, GA.

WILL C. IZOR, Advg. Mgr., 1 Madison Ave., New York.

ROBT. JOHNSTON, Western Advg. Mgr., 337 Marquette Bldg., Chicago.

NOTE—Great improvements are under way—watch for October and subsequent issues.

## LESS PIFFLE FOR HOUSE ORGANS

TO BE EFFECTIVE A HOUSE ORGAN SHOULD STICK TO BUSINESS AND LET LITERARY FLIGHTS ALONE—THE WORLD GROANS WITH "LITERATURE," BUT SIGHS FOR PRACTICAL BUSINESS IDEAS

By Frank Markward,

Advertising Manager, Wm. Volker & Co. (Window Shades), Kansas City, Mo.

Whether it be the itch for authorship or the biting of the literary bug, the fact remains that in many instances where a house organ is used to promote sales, good feeling, and render aid to the salesman's efforts, its purpose is considerably lessened because of the literary aspirations of the editor or some member of the firm who disguises the advertising element into a spineless resemblance of more or less fancy writing.

There is the man who has the ability to write on current sociological or other subjects than merchandising, but is unable to find for it a lucrative market on account of an over-supply of the same brand from other sources.

Just why matter of this caliber (which may indeed be very good of its kind), is eligible to the house organ pages is hard to explain, and mainly because it in no way belongs there.

A writer of non-merchandising topics says "any mention of the publisher's business in the text pages should be studiously avoided." *Horrors!*

Think of some hard-headed merchant receiving a house organ from the firm he has been patronizing for years and without due warning being suddenly confronted with the well-known name of his wholesaler, possibly adjacent to a paragraph detailing the philosophical frame of mind of an emulator of the Arkansas Traveler. Immediately following this horrific event he falls stark from his chair, and the soles curl from his shoes like mailing tubes.

The dilettante spirit is again manifest in the statement that

such a publication is really not a house organ, but a house magazine. I rather like the distinction even if I don't admire the application.

Frankly I can't conceive why a business house should go to the expense of issuing literary pabulum for its customers when there be real magazines without number which perform the service so much better.

And again there is failure to understand the strained, theoretical ethics that prevent a firm from mentioning its business in the vehicle said firm has created for the one express purpose of increasing business.

Personally I don't believe in talking anything *but* business in a home-made publication created for no other purpose.

A house organ hasn't any more privilege to masquerade in the highbrow class than an anæmic dyspeptic has to claim the digestion of an ostrich.

Sometimes to vary the diet, it may be advisable to offer a practical plan of benefit in new clothes, but mainly, when a customer takes time to read a business publication, it is with the hope of learning something he can introduce into his own business and to his own advantage.

There isn't much danger of making a house organ too good. In far too many instances it is not good enough; and the chief reason therefor is the lack of experience in the making of readable matter.

A house organ that is all advertising even though some of the pages are set in body type is likely to pall as a steady diet.

But the manufacturer or jobber should realize that he can make the house organ much more effective and beneficial if he will give it personal interest for the merchant or trade reader.

This may be done by showing the dealer how he can increase his trade or the prestige of his store or both.

Whoever writes the matter for the house organ needs to be a merchandiser. He ought to know

(Continued on page 47)

## Intensive Sales Cultivation Through Newspaper Advertising



OUR old style farmer nearly broke his back and askewed his kidneys trying to keep something growing over a big spread of a hundred and fifty acres or more.

Your modern scientific farmer takes *twenty* acres and with less downright toil and better quality crops actually achieves as much *quantity* as the old farmer with a hundred acres. He knows the value of *getting out all there is in one spot of ground.*

Why not do more sales cultivation on the same principle? Do your pioneering for a wider market in *particular spots, selected for reasons*; and at the same time study the cities you already cover, to get more out of them. How do you know you couldn't sell *twice as much* as you now do in *your very best city*? You wish you could stir up this or that city every time you look at the sales-sheet; yet the dealers don't rise to your prods.

What you need is to *intensify*—to fire some good copy into the live newspapers of the city—get back of the dealer, close to the broad mass of local consumers with creative, educational copy. A thousand dozen a year of goods selling in a city is blazing the way for *another* thousand dozen to be sold at much less expense than the first. It needs newspaper advertising to the half-persuaded friends of those already using your goods, to get them *all* the way “across.”

In what are now your best cities it is probable that with a minimum of newspaper effort, and you personally back of it, you can increase the momentum of trade coming your way—“get the town going” over your goods. Cities are close-knit families—it doesn't take a great deal to start “a run on the bank.”

We are ready to discuss this applied to your business if you are

### HAND, KNOX & CO.

*Newspaper Representatives*

Chicago

New York

Atlanta

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**Personal Friendship for  
Publisher and Editors is  
a Unique Feature of thou-  
sands of letters that tell  
our Subscribers' Faith in**



*Mrs. Clara Sallabank, of Wauseon, Ohio, writes:*

"I do so enjoy **COMFORT** and especially the Sisters' Corner. I am very fond of reading and although I take several magazines I always look eagerly for **COMFORT**.

"Just a word for Mr. Gannett and Uncle Charlie. I think they are just grand, doing so much for suffering humanity. Surely they will have their reward."

*Mrs. W. W. Walters, of Eldorado Springs, Mo., writes:*

"I have been a reader of **COMFORT** for some time. I want to say this much of our editors: if there were more men like Mr. Gannett and Uncle Charlie life would be more pleasant for many, and I am sure Mrs. Wilkinson is the kind of woman to make sunshine wherever she goes."

**COMFORT holds Hosts of its S**

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*Mrs. Willie C. Durdeen, of De Funiak Springs, Florida,  
writes under date of April 15, 1911:*

"Blessed old COMFORT! How could I do without COMFORT? I have taken this paper eight years, but two years ago we moved from Alabama to Florida. I read my paper and then pass it along to my neighbors so they may know what COMFORT is. I enclose a club of three subscribers and will send more later on.

"We have built us a nice large house and we want the picture of COMFORT'S publisher, Mr. W. H. Gannett, and his family, to hang in our parlor."

## *No Forced Circulation*

The majority of COMFORT'S subscribers stay with us year after year, and the missionary efforts of tens of thousands of enthusiastic old subscribers, such as Mrs. Durdeen, constitute our main reliance for bringing in the requisite new-blood subscriptions. Her letter also illustrates the practice, prevalent with many of our rural subscribers, of loaning COMFORT to the neighbors, much to the benefit of our advertisers.

Forms close 15th of month before date of issue.

**W. H. GANNETT, Pub., Inc.**  
**Augusta, Maine**

NEW YORK OFFICE: 1105 Flatiron Building,  
WALTER R. JENKINS, Jr., Representative

CHICAGO OFFICE: 1635 Marquette Bldg.,  
FRANK H. THOMAS, Representative

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# its Subscribers Year after Year

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YOU CAN TALK TO

**ALL** CLASSES—

**ALL** THE PEOPLE

**ALL** THE TIME

*only by using*

## Street Car Advertising

"THE GOLDEN ROUTE TO SUCCESS"

And you can talk to **ALL** the people for **LESS THAN HALF** it will cost you to talk to **HALF OF THE PEOPLE** any other way, or all other ways combined. We mean **JUST THAT**.

Read it again—analyze it!

Street Car Advertising is **SUPREME** as the most **ECONOMICAL** and most **EFFECTIVE** National Advertising Service.

We represent, exclusively, the Street Car service in more than three-fourths of the cities and towns in the United States, Canada, Mexico, Cuba, Porto Rico, Philippine Islands and Brazil. We plan and furnish every requisite of the largest and smallest advertising campaigns.

## Street Railways Advertising Company

LARGEST ADVERTISING ORGANIZATION IN THE WORLD

**WESTERN OFFICE:**  
First National Bank Bldg.  
Chicago

**HOME OFFICE:**  
Flatiron Building  
New York

**PACIFIC COAST:**  
California Street  
San Francisco

the retail business, not alone from the view-point of merchandise, but the selling end, and be versatile enough to suggest various aids to this result.

Moreover, these aids must be capable of being placed in operation at moderate expense. It is often a good stroke of business if the house organ publisher arranges to stand a part of this expense himself.

There is a partial model for the house organ—the really progressive trade paper and not (*positively not*) the literary magazine.

The difference between the trade paper and the house organ, providing the latter is along the lines that are right, is that the publishers of the latter can establish closer relations than is possible through a trade paper.

The publisher of the trade paper may not agree with this statement, but it can be demonstrated just the same.

The manufacturer or jobber can show and prove his interest in his merchant customer through his special publication. He can help him in his business with practical plans, suggestions and cite to him ideas or a plan of operation and co-operation that, being mutually profitable, establishes closer relations between the two.

The merchant finally comes to depend to a fairly large extent upon his jobber friend. He becomes a member of his business family, and the continued receipt of the publication with its message of practical helpfulness keeps the interest keyed to a warm friendly degree.

The house organ must have a good deal of advertising in it, somewhere about 75 per cent, possibly a little more. And this is another difference from the trade paper, which usually carries a larger percentage of reading matter than 20 or 25 per cent.

The trade paper has to sustain an ethical standpoint of sufficient pure and undefiled reading matter in order to protect its second-class mailing privilege, and also to give the subscriber who pays real money for the publication a sufficient run for his money.

The house organ can be more brief, more matter of fact, for the reason that its publisher never hopes to get past the third-class privilege which graciously permits him to donate some eight cents a pound for all the printed language he cares to send out.

The quality of reading and advertising matter in a house organ needs to be germane to sale-making and sale-stimulating.

The publication of a business house organ is for the very purpose its name indicates. It is an able assistant, or the reverse, to creating the impression in the mind of the trade that the merchandise exploited by the publisher and by the road salesmen is the one kind that should be in the reader's stock.

In consequence the detailed information must be interestingly as well as convincingly written. It must be order-bearing, and when it is rightly prepared, it does bring the order.

No brand of emasculated piffle doing a house organ masquerade will do this or anything else save perhaps in its first issue to arouse a silent inquiry in the merchant's mind as to the color of hair worn by the heaven-blighted one guilty of such drivell.

And, to conclude, the firm that wants business from its house publication must talk business. Infantile prattle on the why of a solar eclipse fails to fit.

#### NEW HOME FOR HEARST PROPERTIES TO BE BUILT

William R. Hearst has purchased the block facing Columbus Circle and bounded by Broadway, Central Park West, and Sixty-first street, New York City, for more than \$2,000,000, and will erect a tall office structure, the greater part of which will be utilized as the quarters of his publications in that city, including the *American* and the *Evening Journal*.

#### NOT JEALOUS OF DAILIES

Advertising in daily newspapers was given a boost by Wesley A. Stanger, himself a publisher of a trade paper, at a banquet of the Stann Manufacturers' Association, Chicago, June 23.

"We should patronize the daily newspapers more," said Mr. Stanger. "Trade papers are all right, but we need to reach the homes as well as the business field."

## STRIKING TWELVE WITH CARTOONS

A POTENT FORCE THAT IS DESTINED  
TO BE MORE WIDELY USED IN AD-  
VERTISING—HOW THE IVINS BAK-  
ING COMPANY USED CARTOONS  
WITH EXTRAORDINARY RESULTS

*By Richard A. Foley.*

President, Richard A. Foley Advertising  
Agency, Philadelphia.

The average person of intelligence can read an advertisement and gain an idea of its measure.

The illustrated advertisement has a somewhat broader appeal, as the picture will catch the eye of many who will not be attracted by type.

Few pictures, however, tell a story—that is, tell it thoroughly.

The number of people to be attracted by any one advertisement, therefore, is problematical, and depends largely upon the character of typography, the headline and the illustration.

In attempting to secure attention many advertising writers err by reason of the fact that they permit their headline or typography or illustration to touch on the bizarre, thus sacrificing convincingness or dignity.

In other instances copy is weak while display is strong.

The nearest perfect advertisement is that which will at once attract the greatest amount of attention from the greatest number of people and drive home most forcibly the message it carries.

We believe this has been accomplished in the newest development in advertising—the utilization of the cartoon.

The accompanying illustrations and copy show the use which is being made of the cartoon on behalf of the Ivins Baking Company of this city by the Richard A. Foley Advertising Agency.

For a long time we have carried on a campaign of pure food, showing that the Ivins Baking Company really went beyond the requirements of both the national and state Pure Food Laws in their own regulations for high quality maintenance.

Quite a number of people were

attracted by these advertisements and still there were thousands who passed them by, it being a well-known fact that the value of an advertisement would, of course, be much greater were every individual in the newspaper to be as interested in the copy as the man who prepares it and the man who pays for its insertion. Were such a desirable condition to come about, of course, every newspaper would have to print several hundred pages per day, and magazines would avoid all disputes on postal charges by delivering each copy to the subscriber in a wheel-barrow.

The desire to improve on the methods of attracting attention led to the formation of the Advertising Cartoon.

Here, it has been proved, is the greatest factor in obtaining attention and at the same time delivering, strongly and clearly, the advertiser's message.

It is quite certain that the vast majority of newspaper readers are not of keen discrimination. Thirty or forty per cent will read and understand an advertisement, but



KEEPING OUT SUBSTITUTES

ninety-five to a hundred per cent will surely understand the cartoon.

It has been proved time and again that editorials of the profoundest depth or of the most convincing phraseology will fall short of enlightening the public mind or stirring the public impulse, while the cartoon with its simple but efficient weapon of sa-

# Do You Care About the Cost?

Rate per line per 1,000 readers:

(Compiled from figures submitted by each publisher, June 1, 1911)

Century .....	\$.01
Scribner's .....	.00795
Youth's Companion ..	.00760
Review of Reviews ..	.00750
Life .....	.00699
Success .....	.00666
World's Work .....	.00666
Good Housekeeping ..	.00647
Outlook .....	.00625
Woman's Home Comp. .	.00571
Delineator .....	.00526
Literary Digest .....	.00525
Ladies' World .....	.005
Ladies' Home Jour. .	.005
Christian Herald .....	.005
Cosmopolitan .....	.00486
American .....	.00476
Collier's .....	.00454
McClure's .....	.00452
Munsey's .....	.00446
Everybody's .....	.00412
Leslie's .....	.00378
Associated Sundays. .	.00307
S. E. Post .....	.00303

24) .12444

Average rate per line per 1000.....\$ .005185  
1500

\$7.777500

The average rate per line of 24 leading Weeklies, Standard Magazines and Women's Publications is \$.005-185 per thousand of circulation—as shown by the table adjoining.

Thus to reach 1,500,000 average quality homes through these magazines, would cost (as shown by the mere process of multiplication) \$7.7775 per line.

(Of course you can buy 1,500,000 circulation of less than the average quality of these 24 publications at less cost per line in some of these magazines.)

But there is one way in which you can get this average quality circulation at a cost of \$3.27 less per line than through the magazines listed herewith.

## THROUGH

# The Monthly Magazine Section AND The Family Magazine Section

you reach 1,500,000 homes (with absolutely no duplication) at a cost of \$4.50 per line, when used in combination and \$5 per line if used separately.

The following list of newspapers of which each of these magazines is an integral part, once a month, is sufficient indication that every home of the Million and a Half is of the high Quality in question.

The Chicago Tribune  
The North American, Philadelphia  
The Boston Globe  
The Pittsburg Dispatch

The Washington Post  
The San Francisco Call  
The Cincinnati Enquirer  
The St. Louis Globe-Democrat

Write us for other vital facts.

## THE ABBOTT & BRIGGS COMPANY

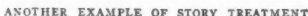
GENERAL MANAGERS

New York  
Fifth Avenue Building  
Tel. Gramercy 2681

Chicago  
Kesner Building  
Tel. Randolph 2671



Personally I believe we run en-



CITY CAMPAIGN WITH LANTERN



Brunswick Bldg., New York; Tribune  
Bldg., Chicago; Chemical  
Bldg., St. Louis.



## Keep Electric Fans Cool

Oil them regularly with 3-in-One and prevent bearings from heating up or clogging and stopping the fan.

3-in-One lubricates perfectly and simply can't gum or heat up at the highest rate of speed. It also cleans and polishes the nickel or brass blades—the japanned or enameled frame work and base. Prevents rust.

3-in-One is the best oil for all clocks, dynamo commutators and all delicate mechanisms.



3 Sizes—10, 25 and 50 cents—at all stores.

Send for free sample  
—and free Dictionary.

**3-IN-ONE OIL COMPANY**  
12 Broadway New York

## SMALLER PAPERS AND HIGHER RATES

EVERYBODY MIGHT BENEFIT IF NEWSPAPERS TOOK UP LESS SPACE AND USED LESS WHITE PAPER—WRITER THINKS FUTURE WILL SHOW FUNDAMENTAL CHANGES IN PRESENT METHODS OF USING ADVERTISING SPACE—TOO MUCH WASTE CIRCULATION FOR ECONOMY

*By Bert Moses,*

President, Association of American Advertisers, and Secretary of the Omega Chemical Company.

There are certain natural laws which do what schemes of men and laws passed by Congress can never do.

One of these laws is that abuses always correct themselves.

You cannot stop a man from drinking by prohibitory legislation, but the man, if left alone, will reach that point where he must quit the booze to live.

Out in Chicago recently there was a very spirited war between the great morning newspapers.

They were all after more circulation, and so keen was the competition that over a million dollars are reported to have been spent in the rivalry.

The fight went to the limit where all the publishers became afflicted with the tightwad fever, and to-day none of the papers is giving a Mercedes car or a private yacht to new subscribers.

Each paper is now selling on its merits, and the fittest only will survive.

There is one particular abuse now approaching that point where the natural law will correct it, and that abuse is the enormous size to which newspapers and magazines have grown.

Publishers boast about the number of lines they print, and not about the results they bring.

Advertisers are often misled by this fallacious reasoning, but there comes a time when they turn over and wake up.

The public also is beginning to protest against carrying so much bulk in order to secure so little reading matter.

And publishers, too, are realizing that white paper costs money.



and is going to cost more and more as the forests are ground up in the paper mills.

Circulation is the thing they strive for, and circulation to-day is very largely a matter of features.

The Hearst organization is perhaps the greatest aggregation of circulation experts in America.

Arthur Brisbane, prince of circulation-makers, told me the Hearst folks had reduced the whole thing to an exact science.

They knew, he said, just how many new readers a certain feature would create in proportion to the population.

This is borne out by the keen rivalry among publishers throughout the country for the Hearst service, the chiefest feature of which is the "Mutt" and "Jeff" creations of Bud Fisher.

In brief, the newspaper of to-day is gradually becoming less of a news-paper and more of a comic and feature publication.

Now, all these features take up space, and space runs into pages, and pages run into paper, and paper runs into money.

The selling price to the public cannot be advanced, so the increased cost must come out of the advertiser.

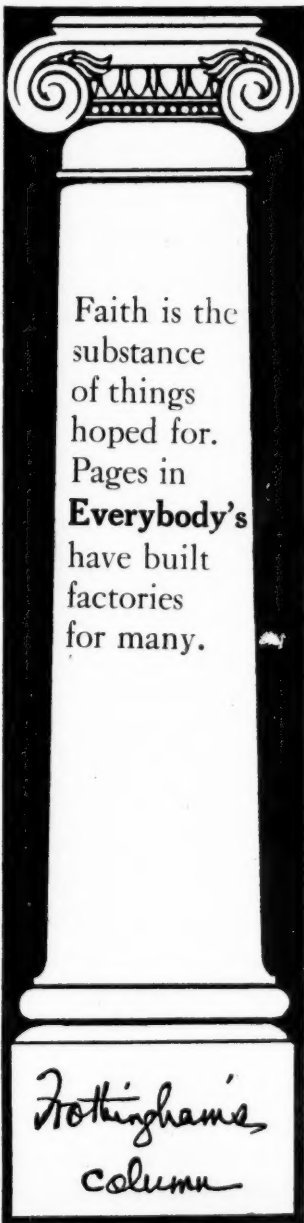
The keenest salesmen in the marts comb the country for contracts, and the result is many pages of advertising to pay for the many pages of features and news.

An advertiser to-day must use large space to attract notice.

And when competition for attention becomes largely a matter of size of space, most advertisers find themselves paying a great deal more for their advertising than natural conditions would require.

Why should the reader be obliged to act as an express wagon to carry around a lot of paper and ink when one-half or one-third the number of pages would suffice if the advertising were condensed into reasonable limits?

If an advertiser uses twenty inches double column to say what he could easily say in five inches single, his competitor must use



Faith is the  
substance  
of things  
hoped for.  
Pages in  
**Everybody's**  
have built  
factories  
for many.

*Nottingham's*  
*column*

## THE ATLANTA JOURNAL

**BEST OF  
54 GOOD PAPERS**

**BREVARD BOARD OF TRADE**

Brevard, N. C., June 27, 1911.  
The Atlanta Journal,  
Atlanta, Ga.

Gentlemen:

No doubt you will be interested in knowing that we have credited your paper with more answers to our "Land of Waterfalls" ad than any other paper. We are using fifty-four papers.

CHAS. M. DOYLE, Secretary.

*The Journal Covers Dixie Like  
the Dew.*

<b>53,225</b>	<b>57,993</b>	<b>109,457</b>
Daily	Sunday	Semi-Weekly

## Men's Clothing Accounts

Advertised next fall nationally should be in mediums which add to the prestige of the line advertised. The Christian Science Monitor is a national-local daily newspaper established to prove that clean news and clean advertising is a demand of the public. It meets this demand in over 2,400 localities. It should carry your selling message into the homes of its interested, loyal and widespread clientele. Twenty-five cents a line.

**THE CHRISTIAN  
SCIENCE MONITOR**  
BOSTON, MASS.

A daily newspaper for the homes  
of the English-speaking world.  
Four Editions.

equal or more space to hold the balance true.

And so the abuse is reaching that point where it is going to correct itself before Bryan runs for President many more times.

The correction is just as simple as it is certain.

It is going to be fewer pages, smaller ads and an increased rate per line.

Big advertisers are going to be held down to a fixed limit, and they are going to pay more in proportion for smaller space than they are now paying for larger space.

Newspapers are going to consist of eight to twelve pages, and the reader is going to get his news in more condensed shape.

What will become of the want ads?

My "guess" is that eventually there will be in every big city one or possibly two publications devoted to want ads alone—not another thing will be printed in them.

People who have certain wants that can be exploited in a few lines will buy these "want" papers and advertise in them.

They will be consulted for small "want" requirements just as you "consult" a blacksmith when you want a horse shod.

People who want news and features will buy the condensed newspapers, which will carry in condensed form the advertisements now generally designated as "display."

Just why a man who is looking for news in the news columns, and for entertainment in the feature columns, should be saddled with many pages of "want" ads is not quite plain.

If he wants a "want" paper, let him buy it, because in it he will find nothing but "want" ads.

This "guess" of mine is open to strong opposing arguments, but the thing looks to me as I have put it here, and nothing but time will prove its soundness or its fallacy.

Arguments sometimes read well, but the Old Man with the Scythe is the "gent" who decides whether it is a ball or a strike.



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There are just two ways to insure the impressiveness of your trade literature. One way is to use high-priced cover stocks; the other way is to use Buckeye Covers.

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# Buckeye Covers

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*Buckeye Covers* are the recognized standard of cover efficiency: they are the only moderate-priced quality covers on the market.

The "*Buckeye Proofs*"—free by prepaid express if requested on your business letterhead—will make you agreeably and profitably "cover wise." Write for them.



*Buckeye Covers* are made in 16 colors, 4 finishes and 4 weights. Sold by representative jobbers in all principal cities.

**The Beckett Paper Co.**

MAKERS OF GOOD PAPER  
in Hamilton, Ohio, since 1848

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proves. And in view of his unmerciful arraignment of said advertisement—perhaps the readers of *PRINTERS' INK* would like to hear the other side of the case.

Last week, President Donovan of the Buckeye Ribbon & Carbon Company wrote the Perpetrator of the Horrible Deed that his June ad was a "Wonder-worker"—that the *new* mail-order business was being handled with difficulty. Not only that, but the further information (sad news) that he might have to cancel his ad in *System* for August and July in order to catch up.

Having justified its conception, execution and being in the mercenary sense of the word, the worst we can say for the ad is that it is so utterly bad that it is actually good.

Let us view the paradox calmly—in the light of reason—and Mr. Woolf's impassioned criticism of the same.

"Cut Your Typewriter Bills One-half," suggests the critic.

Could anything be more commonplace—more bromidic? Isn't the harried business man hearing that argument applied to everything and anything forty-eight times a day?

"*Capillary Attraction in Business*"—followed by "The application of a well-known principle in a new way"—isn't so bad when you consider the pertinency of its accompanying illustration.

It might not "prove up" everywhere—but the Buckeye ad was written with an eye to the effect it would have on *System's* readers—based on a deep and intimate knowledge of what they most usually will read—and a remembrance of what other ads, built along the same lines, had done before.

"*Capillary Attraction in Business*" was not an "accident." The ad was not slammed together—and given its much-discussed caption, simply because the writer was too lazy, too busy or too incompetent to evolve a better one.

"*Capillary Attraction in Business*" does not "flare" at the reader—in the generally accepted sense of the word it may not

"strike while the iron is hot"—may lack the "punch," as Mr. Reidy would say. But the very editorial simplicity which Mr. Woolf so deprecates, is just the thing which caused the ad to insinuate its way, unresisted, into the minds of the business-men, carry them unsuspecting through the story of Buckeye ribbons and carbons, and then with a dash of real selling ginger at the end—an unequivocating offer, and a coupon to make action easy—it accomplishes all that could be expected of any ad in one "fell swoop."

#### NEED PAPERS AND MAGAZINES

"Billboard and poster advertisers of former days, whose names and wares are familiar to travelers, are turning to newspaper and magazine advertising also," said George Blumenstock, before the St. Louis Advertising Men's League June 22.

"The medium," he said, "that will bring the advertiser before the public in any one given territory in the quickest possible time is the newspaper. In five days you can herald your proclamation from San Francisco to New York. If you are planning an advertising campaign for a general advertiser, and his distribution is weak here and there, the newspapers can help you build it up.

"The manufacturer and the wholesaler are realizing more and more the value of the newspapers in making their products quickly known in a given territory. In the magazine or newspaper you can reason, argue and demonstrate why your article is better, and you can make it timely and get it inserted quickly.

"Time counts in every advertising campaign, and I venture to say the newspapers will force the magazines to stop the practice of closing their forms to advertising far in advance of the publication day."

#### W. A. PRIEST JOINS ORANGE JUDD AND PHELPS COMPANIES

Warren A. Priest has joined the advertising staff of the Orange Judd and the Phelps Publishing Companies, and will travel through New England in the interest of the Orange Judd Weeklies, the national semi-monthly *Farm and Home*, and the *Dakota Farmer*, of Aberdeen, S. D.

Mr. Priest was for some years advertising manager of the Rubberhide Company, of Boston, and for the past year and a half has been associated with the Walter L. Weedon Advertising Service, of Worcester, Mass.

All the world's a page, and all the men and women merely advertisers—*William Clendenin, St. Louis.*



The housewife who forty-five years ago sent to the store when she did not go herself, has given place today to the



housewife who telephones for what she wants by the name of the brand she has learned to believe in through advertising.

The Force that brought about this change was Advertising—more especially advertising in women's papers—most especially advertising in

### The Butterick Trio

*Robert Frothingham*  
Advertising Manager

Butterick Building, New York

F. H. RALSTEN, Western Adv. Manager  
First National Bank Building, Chicago

## SHOULD ADVERTISEMENTS BE "SIGNED," LIKE AR- TICLES?

ANALOGY TO EDITORIAL DEVELOPMENT  
OF SIGNING CONTRIBUTIONS—  
WHAT MIGHT BE GAINED—PRECE-  
DENTS IN LITERATURE, ART, AND  
ADVERTISEMENTS CITED

By James C. Moffett.

Half a century ago contributions in the newspapers and magazines were almost always anonymous. Neither the magazine nor newspaper writer ever saw his name in print unless he collected his writings and published them in book form. No signature was attached to an article in *Harper's Monthly*, for instance, up to 1860, and even then the names of such writers as Dickens, Thackeray and a few others only appeared in the table of contents. It was not until 1886 that, following the lead of the *Century* and other monthlies, the names of the writers in *Harper's* were prefixed to the articles themselves.

Since then other journals, like the *Independent*, have gone a step further and affixed also the author's address. A number of the heavier magazines and reviews, including such staid and slow-moving publications as the *Atlantic Monthly*, insert a page or two in the advertising section containing a short biographical account of the writers of the articles in that number. It is now a common practice to add the name of the illustrator or decorator to that of the writer on the title page of the magazine articles. British periodicals have gradually followed American journals in breaking away from anonymous contributions.

One of the first advertisement writers to attach his signature to his work was Charles Austin Bates. In 1897 he began to sign his advertisements by appending to each of them a copyright notice. As some of his customers objected to his name appearing on their announcements he substituted his initials, but later on discontinued the practice altogether.

Several advertising agencies adopted a monogram or trademark that they attached to the advertisements they prepared when the customer permitted it. Neither Mr. Bates nor these advertising agency writers, however, made any serious attempt to introduce the signed advertisement. They either did not believe the time was ripe for such an innovation, or they did not



PARTRIDGE, FAMOUS ENGLISH CARTOONIST,  
SIGNED DRAWING FOR SELFREDGE AD

want to antagonize the advertiser by insisting on adding their names or initials to their work.

The argument made by those advertisers who refused to allow the writer to use his signature or initials was that an advertisement is a direct message from the advertiser to his prospective customers, and if the adman obtrudes his name, the direct appeal is lost. The same sort of reasoning was indulged in by editors of the last generation who objected to contributors being allowed to add their names to their articles. When they did insert the name of Dickens or Thackeray on their table of contents, it was done because of its advertising value to the magazines. The names of such celebrated authors

# MEDICAL RECORD

*A Weekly Journal of Medicine and Surgery*

(Founded in 1866)

is the leading "independent" Medical newspaper of America. It has made and kept an enviable prestige for forty-five years. It offers to readers the best reading, to contributors the best audience, and to advertisers

## **The Very Best Public**

for the exploitation of their products.

Published weekly. Sample copies, rates and full particulars from the Publishers,  
**WILLIAM WOOD & COMPANY**  
51 Fifth Ave. New York

Oil and Gas men, everywhere, read **THE OIL AND GAS JOURNAL** weekly because they know it is the only publication that prints *all* the news of their industry.

They read the ads, too, because they know we accept only the legitimate kind.

You can reach the oil and gas man's pocket-book quickest, surest, through **THE OIL AND GAS JOURNAL**.

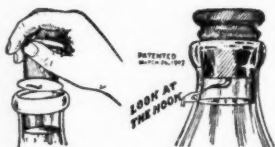
Rate card, sample copies, anything you want, on request.

**THE OIL AND GAS JOURNAL**  
ST. LOUIS, MO.

## Advertising Manager

Position wanted as advertising manager in manufacturing plant. East preferred. Now in seventh year of advertising agency work in New York. Formerly over three years head copy man and assistant advertising manager in leading Western factory. Thoroughly experienced in planning, writing and handling of sales development campaigns. Extensive acquaintance with rates, circulation and value of publications, also with requirements of high-grade printing, outdoor advertising, demonstrations, etc. Change desired before autumn. Address, X. L., care PRINTERS' INK.

**This Milk Bottle Opener  
and Stopper Keeps the  
Milk Clean and Pure**



In use as Opener

In use as stopper

Advertisements embossed on opener and each one packed in a neat carton \$20 per 1,000. Larger quantities, smaller prices.

*Send for Sample*

**A. W. Stephens Mfg. Co.**  
Waltham, Mass.

attracted attention to their publications, but no editor could be made to understand how that of an unknown writer would increase the circulation.

It may have been for this reason that Elbert Hubbard signed those Equitable insurance advertisements in the magazines that have called forth so much comment in the past year. His name would attract the attention of the readers of the magazine to the advertisement because they were familiar with his writings. In fact, we have virtually been told it was for this purpose he was commissioned to do the work. In appealing to advertisement writers to humanize their copy he recently said that when the first advertisement of the series appeared certain professional men wrote the late President Paul Morton, protesting against employing such a man to write the company's advertising. One man especially insisted on an explanation. Mr. Morton wrote him a fifty-word telegraphic letter, putting the matter in this way: "The reason why we have Elbert Hubbard write our advertising is that you will write and ask us why we have Elbert Hubbard do our advertising. A representative will call upon you at ten to-morrow to explain in person." This was, of course, just what the company desired to do in publishing these advertisements; they wanted to interest people in their business.

Hubbard has said: "I think everything we do in life should be signed; that is, we should stand by our acts and be proud of them."

An interesting chapter in a new volume on "The Curiosities of Literature" could be composed on the advertisements written during the apprenticeship days of literary men who afterward became famous. Such a study will be more easily made in the future when the signed advertisement becomes more popular. In a recently issued "authorized" biography of George Bernard Shaw the writer declares that from 1876 to 1885 Shaw's adventures in literature netted him the princely sum of



exactly six pounds. Although he composed during these nine years half a dozen novels and a passion play in blank verse his biographer tells us he received his biggest fee—five pounds—for a patent medicine advertisement.

Unfortunately we are not given any further particulars about this stroke of luck, but if the manufacturers of that patent medicine are still selling their remedy, I believe it would prove a profitable piece of business on their part to reissue the advertisement under the full signature of the new celebrated creator of the "Superman." It would certainly afford a good illustration of the value of the signed advertisement, as it would attract instant attention everywhere because of the signature attached to it. What Mr. Shaw's feelings on the subject might be, however, would be another story.

In advertising, the writer is dealing with very human men and women, and he should make his appeal to the great common instincts of ordinary humanity. The only names that live in history are the ones that are preserved in literature. Viewed from this angle, all literature is a form of advertising, just as all genuine advertisements are literature.

The signature has seldom been used thus far in the advertising section of British newspapers and periodicals, the first specimens probably being the series of page drawings by Bernard Partridge, the celebrated *Punch* cartoonist, and other equally well-known artists, that made up the advertising of Selfridge & Co. when the big American department store was opened in London two years ago.

Each of these drawings bore the signature of the artist and they were works of art, every one of them. As there was a great deal more advertising in the illustrations than in the reading matter that accompanied them, they may properly be classed as signed advertisements.

An increase in the number of signed advertisements may do much to strengthen the confidence of the public in advertising.

## Hugh Chalmers

In the July 15th issue of the

### Scientific American

*"Every manufacturer must realize that for every thousand of population there is only a certain percentage of men of enough means to buy motor cars. This percentage of people of means is almost as exact as the mortality table. Only trouble can result from trying to go beyond the fact."*

### The sale of your product

depends largely upon whom you tell your story to. 60 per cent of the readers of the Scientific American pay taxes with an average individual assessment of \$32,027. They already own nearly 25,000 cars and will buy, at least, 15,000 new cars the coming year. This is not an ex parte statement—we have the documents to prove the count.

The vital news of the development of the automobile has been appearing in the issues of the Scientific American from the days of Selden down to date—not once a year, but all the time.

*Roller*

General Manager

Munn & Co., Inc., Publishers  
361 Broadway, New York

A. T. Sears, Jr., Western Manager  
Peoples' Gas Bldg., Chicago, Ill.

The big Automobile Number Jan. 6, 1912.



**Service  
Saves  
25% to 75%**

**Gives Quality  
and  
Rapidity  
on  
Stereos  
Electros  
Mats  
Nickel Types**

**Lino Composition**

**U. S. Electro. & Stereo. Co.**

General Offices: World Bldg., New York

Telephone, 3146 Beekman

Branches in every important center

## Feister-Owen Press

**Philadelphia Milwaukee**

**SPECIAL EQUIPMENT**

FOR PRINTING

**Almanacs  
Booklets  
Catalogs  
Circulars**

IN

**Large Editions**

PROCESS COLOR WORK

AND LITHOGRAPHY

**Inquire about our Distribution  
and Sampling Service**

## BLUE PENCILING THE LIFE OUT OF COPY

COPY WRITER CRITICISES MEN WHO STRIKE OUT WORDS AND INSERT OTHERS WITHOUT PRESERVING THE ORIGINAL INTENT—BETTER SUGGEST CHANGES AND LET WRITER WORK THEM IN AND SO PRESERVE UNITY OF THOUGHT

*By H. V. J.*

[EDITORIAL NOTE:—The writer of this article believes that he is a type—a copy man in an advertising agency, and that his complaint is voicing what hundreds of his fellows have often thought but have never said. It is not his purpose to criticise his own particular associates, but rather to point out the principle involved. His name is therefore omitted at his request to avoid what might otherwise be construed as personal allusions.]

We have been treated to considerable discussion on the copy-writer and how to get him to produce "better copy." Perhaps one reason there is less writing with dash and vigor lies not so much with the writer as with the know-it-all editors along the supervising gantlet through which every piece of copy, good and bad, must wend its aching way.

I am writing with a chip on my shoulder—and this is intended for every executive and advertiser in the fraternity.

Recently a well-known firm plucked up the courage to hand a very presentable appropriation to one of the first-class advertising agencies, with the hoping and trusting which goes with every similar agreement that their business would grow bigger and better. The solicitor was happy; so were the powers that be.

I was appointed to be the copy man behind on the job.

Now, I do not place the crown of the infallible on my brow, but, I have worked out campaigns that have built business. I was engaged for what I have done, and what I am doing. I have gained a reputation for copy that, if nothing else, has the ginger and the sparkle that most wise men want.

In this particular case, as in all others on which I work, I studied the proposition in detail. I made a thorough investigation of its

every phase, laid out the weak points and the strong; saw the market with a microscopic eye and the people to whom the goods would appeal. My enthusiasm was roused to the fever pitch of certainty and the knowledge which comes with the approach of the right idea. The campaign was certainly laid out carefully.

And this central idea was my beacon light. It was followed zealously—selecting illustrations, headlines and even the separate words of my sentences to work to the grand purpose in view. The series of advertisements held together—nothing was in that ought to have been out, nor anything out that ought to have been in. There were no contradictions. The series was a unit. And most important of all, I had put myself into the copy, and my enthusiasm and style and individuality.

The copy went to the department manager, to the solicitor and then to the customers. Each desired the advertisements to be up to top-notch. Highly laudable.

But the copy? When it came back it presented a sad appearance—like a flagpole splintered and mauled by a lightning bolt. In the process of perfecting, the life had been taken out and a poor, pale corpse remained. A kind soul, along the perilous course of searching glances came across a word that grated on his æsthetic temperament and he crossed it out. He did not realize that that word was put there for a genuine purpose, and no other word could just take its place. It represented the keynote to the plan.

Another had a bright idea strike him, which induced him to introduce an entirely new phrase, which turned the current of reasoning into a different channel and so defeated the purpose in view.

The grammarian and the rhetorician and the orator and the solid, logical gray-matter reasoner all had their whack.

But my original copy? It was perfected. But the swing and the jingle and the rhythm and the style had disappeared, like the flowery fragrance of a garden before a cleansing disinfectant. And the advertisements descended into



Telephone  
8296 Madison Square

**HAUSMANN  
STUDIOS**

37 EAST 28th  
NEW YORK

AN ART SERVICE  
FOR ADVERTISERS

## A Bold Lead Pencil for a "Live Wire" Man

Here is a pencil—the Blaisdell Paper Pencil No. 622—that helps a hustling pencil pusher chase work. It has the qualities that "Live Wire" men find necessary in fast business. It sharpens instantly by simply pulling a little strip of paper off the point. Break the paper between two perforations, pull, and the thing is done.

## BLAISDELL Paper Pencils Nos. 622 & 624

are time savers and money makers. Their use is a practical business economy. They have large, soft, smooth-working leads of imported Bavarian Graphite and make plain, readable marks not easily erased. These are ideal pencils for memoranda, editorial work, checking and marginal notations. Ask for them.

For 10c we will send 3 Blaisdell Paper Pencils with extra thick, soft, black leads for checking purposes.

**BLAISDELL PAPER PENCIL CO.**  
4513 Wayne Ave., Philadelphia, Pa.

622 BLAISDELL PENCIL CO. PAT. U.S. PAT. OFF. EDITORIAL

the great mass of "good stuff," which is practically oblivion.

The customer is getting returns, is quite pleased, but I know that the percentage of profit is pitifully small to what it might have been.

Another time I had in hand a campaign to familiarize a label to the housewife. A particular instance of faulty editing in this series, that sticks out in my memory, is worth repeating here.

A caption was written: "Is this label a familiar sight in your laundry?" This was changed by the solicitor to "Is the Blank label in your laundry?"

The first had the power of drawing the eye toward the label which we had gone to great trouble to reproduce—"Is *this* label" caused the unconscious query "which label?" and turned the eye toward it, with the mental working for an answer "yes" or "no"—all of which helped stamp the sight more clearly on the memory. The second caption (the revision for the better?) would not be lingered upon but would immedi-

ately be passed over without any impression being registered on the gray matter except the name, which meant practically nothing, because it conveyed no other connected idea.

I do not know why sensible men will continue to commit assaults like these.

I am employed by the agency for the individuality I have. It is individuality that I am expected to put into copy. That is the hue and cry at all times. Now, if anyone else thought just like me—then my individuality would be nil. It is the very existence of the fact that I write something different from what *you* would, that gives a distinctive style.

The following extracts will show how a paragraph was demoralized with a few changes by a wielder of the blue pencil:

" . . . The aid it will afford will eclipse any that has ever been devised before. It will relieve the mind of burdens that defer from progress. Unlike the mind, however, it cannot think—so it cannot make a mistake."

As revised:

"The aid it gives is equal to any that has ever been used before. It will help the mind with the burdens that bother and won't make any mistake."

I was about to cite some other cases—but I always like to keep up the general average of advertising intelligence, and I will refrain.

But let me suggest: next time you start to chop up a manuscript because *you* would not say a certain thing in a certain way—*don't touch it*. Explain your idea to the writer and let *him* do the changing, if it is necessary. Keep *one man's style* throughout the advertisement. Do this, and watch the difference in results.

It would, of course, be ridiculous to accept the work of a copywriter as holy and not to be questioned. That extreme would be as harmful as the other. But do remember that the copy is the result of careful study and particular intention (if not, the writer isn't worth while) and that what was highly individual may be rendered stupidly mediocre with an amazingly little effort with a blue pencil.

## Good Solicitors Wanted for Advertising Agency Work

Men having experience and some business to bring with them preferred. Must be live, up-to-date, industrious, economical, know how to talk and close business. Will employ at least one each for Magazine and Newspaper work. In replying state age, experience, present position and other details. Address,

"ADVERTISING AGENCY,"  
Care PRINTERS' INK,  
1206 Boyce Bldg.,  
Chicago, Ill.



# PRINTERS' INK

A JOURNAL FOR ADVERTISERS

Founded 1888 by Geo. P. Rowell

PRINTERS' INK PUBLISHING COMPANY  
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 5203. Madison. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: 1206 Boyce Bldg., GEORGE B. HISCHE, Manager, Tel. Central 4340.

New England Office: 2 Beacon Street, Boston. JULIUS MATHEWS, Manager. D. S. LAWLOW, Associate Manager.

St. Louis Office: Third National Bank Building. A. D. MCKINNEY, Manager, Tel. Main 1151.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

Philadelphia Office: Lafayette Building, J. ROWE STEWART, Manager.

Canadian Offices: 119 West Wellington Street, Toronto, Ont. La Presse Building, Montreal, Quebec. J. J. GIBBONS, Manager.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy. Foreign postage, one dollar per year extra. Canadian postage, fifty cents.

JOHN IRVING ROMER, Editor.

WALDO P. WARREN, Managing Editor.

New York, July 6, 1911

## Advertising Securities

Did it ever occur to you to look upon the Stock Exchange as an advertising medium—perhaps the greatest of them all? Consider its form of organization: its brokers corresponding to the salesmen in a commercial concern, its daily quotations of stocks and bonds appearing in thousands of newspapers, the market letters sent out by brokers corresponding to circular and follow-up literature, the "board" in the brokerage office where information received over the ticker is posted and resembling the bulletin board or painted sign of the advertising world—even the rigid system which the Stock Exchange follows as to the exclusion of unverified securities finds its counterpart in the growing practice among publishers of refusing fraudulent or misleading advertising.

If the Stock Exchange is in reality an advertising institution, then it is a remarkably efficient one. A financial authority recently said: "The Stock Exchange advertised the steel trust and, as a result, 100,000 investors put their money into its securities. And if these shareholders knew that Steel was to be stricken off the Stock Exchange there would be such a rush to get rid of it that millions of dollars would be sliced off its market valuation."

This very efficiency of the Stock Exchange method of distribution is what has prevented publications from securing any considerable amount of the highest class of financial advertising. For example, when it was desired to convert the Baldwin Locomotive Works, the other day, from private ownership into corporate ownership, no newspaper or magazine advertising was needed. The fiscal agents, Drexel, Morgan & Co., simply announced through the usual channels that subscriptions would be received at 104. The issue was immediately over-subscribed.

Thus it happens that this very efficiency of the Stock Exchange as an advertising medium has resulted in publications being offered a class of financial advertisements which, if not actually of a fraudulent nature, have usually been of secondary investment value.

The present system of selling securities, giving a startling percentage of profit to promoters and inner syndicates, is certainly not the most wholesome method that could be devised for the public welfare.

It is this very system that is largely responsible for the abnormal crop of multi-millionaires, and the trust evils which the Government is now combatting.

These methods, and the hard-and-fast restrictions which the Stock Exchange puts upon the advertising done by its members, tend to keep high-grade stocks and bonds out of the hands of the small investor, and to give abundant opportunity to the fake promoter to unload upon the pub-

by his worthless securities, inasmuch as he has the advertising field practically to himself.

The publications which are conducting financial departments, giving sound advice to the uninformed, such as *Munsey's*, *World's Work*, *Success*, *Collier's*, *Saturday Evening Post*, etc., are doing a splendid and useful work. If the captains of finance would back up this work by an advertising campaign for the purpose of educating the small investor, there would be less mourning among widows and orphans whose little savings are the prey of financial sharps. If the financiers would do as much as the editors in promulgating a knowledge of sound investment, a public benefit would be accomplished.

The biggest business done in this or any other country to-day is in the marketing of securities. And this business remains the most difficult stronghold to be stormed by the advocates of advertising. A minister of the gospel was reproached with having introduced operatic music into his church service. His reply was: "Why let the devil monopolize all the good things?" And so may well be asked of the Stock Exchange interests: Why let the financial adventurer monopolize the benefits of advertising?

The argument may be readily advanced: "But the Stock Exchange can do business effectively without advertising. What's the use?"

Just this: Let the Stock Exchange insure the future of its business by educating the public through advertising as to the difference between sound investments and "Wall Street speculations," and the difference between sound investments and unsafe stocks that never get to Wall Street.

Unless all known laws of economics utterly fail, there is a legitimate way where the greatest modern force for the development of good will—advertising—can be effectively harnessed up with the greatest of all business enterprises, the marketing of securities.

## **A Big Idea**      Some day when the Associated Press isn't busy

with big news stories and nothing larger than 48-point headlines are being used on the Hearst newspapers, it would be a good chance for some big public educator to get the attention of the American people to one big idea.

And that idea would be this: *The educational influence of advertising.*

It could be pointed out that advertising is one of the greatest educational influences in the world, that it disseminates more knowledge of one kind and another than a long list of educational institutions. This fact is certain to be more and more appreciated.

And it could also be pointed out that advertising had done much to foster a desire for information and had sent the human race on a quest for knowledge with an impetus beyond the conception of most universities.

It could also be pointed out that this thirst for knowledge having been developed it behooved advertisers to cater to it by printing more informative facts in their advertisements.

A little conscious intention on the part of advertising men to make their advertising add to the sum total of human knowledge could easily give vogue to an increased desire for knowledge on the part of the whole human race.

There ought to be some established point from which an utterance of this magnitude could emanate and be sure of gaining the universal attention. It would hasten the millennium. Big ideas, such as the efficiency idea, occasionally step on the live wires of the Associated Press and go to the ends of the earth, but it seems just to happen to do so.

In the absence of a universal annunciator of big ideas perhaps the columns of PRINTERS' INK will serve as a means of getting this idea started on its destined career. Therefore, gentlemen, a toast:

*To Advertising: The Schoolmaster of the Human Race!*



### **Raising the Average**

When a subject bobs up in half a dozen different places at once all over the country, seemingly without any connection, it usually indicates that the time is ripe for the general consideration of that subject.

Sometimes these varied utterances can be traced to a common origin, such as a note sounded in PRINTERS' INK, and sometimes it seems that the subject is just "in the air" and people imbibe it along with their share of oxygen and coal soot.

A number of recent speakers before advertising clubs (where lots of big new ideas find their first expression) have sounded a note that deserves to be heard by every advertiser in the land.

While the world's biggest audience of advertising thinkers is assembled in easy chairs and slip-pers to listen to utterances through PRINTERS' INK, it may be well to call special attention to the idea above referred to. It is this:

That every advertiser has a moral responsibility to all other advertisers and to the public to do his part to build up confidence in the trustworthiness of advertising statements in general. There is now a gigantic economic waste, which every user of every commodity is helping to pay for, because advertising statements are so generally discounted by the reader. And the chief reason the honest advertiser finds his statements discounted is that there are and have been so many advertising statements that are not worthy of confidence. It therefore behooves all advertisers and all who are concerned in the reduction of economic waste, to take steps to foster public confidence in this most economical form of distribution and to rid the public prints of all forms of advertising which tend to bring down the average of the whole.

This is a big thought—whoever first set it going. And yet it is simple enough for a child to understand. It should be raised to the "nth" power. Those who lack specific means for doing a

conspicuous share in developing it can at least be a unit in the formation of public sentiment, which, when it gets going, is potent enough to revolutionize nations and settle the destiny of dynasties.

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PRINTERS' INK says:

*Interested advice is sometimes safest to follow if the other fellow is on the square.*

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### **Assassinating Confidence**

A newspaper publisher was recently in the office of a large advertiser and they had been discussing the relative demerits of various publications. The conversation was interrupted by a boy bringing into the boss's private office an immense big scrapbook, the size of a newspaper page and six or eight inches thick.

The size of the book caused a smile and the publisher offered some facetious suggestions as to its possible use.

"No," said the advertiser, "it's not for that. It is to be filled up with what newspaper publishers don't know about co-operation."

The conversation proceeded. But the spirit of "knocking" was unconsciously changed to a spirit of admitting that after all the publisher's competitors were not totally worthless mediums.

Perhaps it flashed over this publisher (most big thoughts come in flashes) that if he destroyed the advertiser's confidence in all the newspapers but his own and the other publishers and their representatives destroyed the faith in his publication, it would rob them all of a valuable asset and nobody would benefit by it.

Something like this might have been in the publisher's mind because when he was taking leave he looked again at the big book leaning against the wall and said:

"I suppose that is only Volume One?"

---

PRINTERS' INK says:

*A good trade-mark is better to be chosen than a free-for-all market. Ask the man who owns one.*



# The Amazing Prosperity of the Cotton Belt

South Carolina broke all records last year by jumping from twenty-first to thirteenth place in rank among the States in crop values produced.

## South Carolina

jumped eight States.

## Alabama and Georgia

jumped six each.

## North Carolina

jumped four.

## Mississippi and Arkansas

jumped three each.

These are the States where agricultural progress is most amazing—and they are also the States where the greatest proportion of farmers read and follow

## The Progressive Farmer

Raleigh, N. C.

Starkville, Miss.

*Most Largely Circulated Farm  
Weekly in the South*

**Sworn average  
weekly circulation  
first half 1911  
114,087**

Henry Wallace,  
Editor of *Wallaces'  
Farmer*: "The Pro-  
gressive Farmer is do-  
ing as fine work as  
any agricultural paper  
that comes to my table  
from either North or  
South."

## The Little Schoolmaster's Classroom

**DEAR SCHOOLMASTER:** You are, I think, a believer in the psychology of advertising and a believer also in the value of technique. Why don't you go after that recent writer in *PRINTERS' INK* who makes it appear that science, psychology, technical details, etc., don't count, and that the copy expert doesn't know any more than others when it comes to judging the value of advertising?

**Answer.**—The Schoolmaster found the discussion interesting, and he doesn't believe that it did any harm. When a man who starts out with a good idea goes to extremes, discriminating readers will make due allowance for enthusiasm.

There is something of truth in both sides of that discussion—just as there is something of truth in the good Democrat's creed and the good Republican's creed, and something of interest and truth in what the advocates of newspaper space, magazine space, street-car space and outdoor space have to say about the value of their respective mediums, though each advocate is inclined to claim the lion's share.

Men who concentrate usually develop hobbies, and the hobby-rider rocks in his riding.

Intelligent reading means sifting—saving the wheat and discarding the chaff.

**Question.**—Is it true that all those who have theories about advertising and who believe in attention to small details are roaming dreamers, unemployed save for the time they spend in squandering the appropriations of occasional foolish advertisers?

**Answer.**—Watch the names of the men who write about the best in advertising and merchandising practice, and you will see that many of them are in positions of authority with very successful concerns.

**Question.**—What about those very successful advertisers who are mentioned as examples of men who do not go by rules or other men's ideas or depend on technique?

**Answer.**—The examples prove

nothing except that genius goes ahead of rules and always finds a way to succeed. But because Edison and Steinmetz keep ahead of what most men know about electrical science is not good argument that the young electrical engineer ought not to know all the important principles of electricity that have been demonstrated as true.

Some of the advertisers mentioned make use of expert copy men outside of their own concerns. At least one of them employs a typographical designer to watch every detail of the printed matter used.

**Question.**—Do you think that the writer referred to is correct in implying that no one can tell anything about the results that an advertisement is likely to bring?

**Answer.**—There is no living man who can gauge with extreme accuracy the results that advertisements will produce. There is always an unknown quantity in advertising. Disappointments, agreeable and disagreeable, are common. But the experienced man is most assuredly a better judge of the value of copy than the inexperienced man. If an advertising man is of the right sort, every experience he passes through should improve his judgment.

It is idle to say that things found to be true in one experience do not prove to be of value in a new experience. A famous advertising man, now dead, devised the corner coupon, and found that by making it easier for the reader to inquire, returns could be largely increased in certain classes of advertising. The principle was sound. Hundreds of other advertisers seized upon it and proved its value. It would be folly for a new mail-order advertiser to ignore what other advertisers have found to be true about the use of coupons.

## JOLIET NEWS

8,300 Daily and Weekly.

Population over 50,000. Has stood for betterment of community for 35 years; the best people stand by the News. No fake, fire sale or fraudulent ads accepted.

H. E. BALDWIN, Adv. Mgr.

## Circulation Men

Are you open to conviction regarding the merits of Winthrop Coin Cards?

They will get more subscriptions for you—get them quicker—and bring the money to you—in advance—if used with circular letters or as enclosures in your publication.

Will travel as enclosure in second class matter when copy is specially prepared.

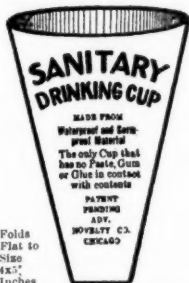
Details, samples and prices on application.

THE WINTHROP PRESS,

Coin Card Department,

419 Lafayette Street,

New York City



SANITARY  
WATERPROOF

## Drinking Cup

No paste, glue or dangerous chemicals in contact with contents

### THE CHEAPEST AND BEST

Everybody is thinking of Individual Drinking Cups, so take advantage of this unusual opportunity at once and use this cup. It costs only 1/2c each, with your adv. on in quantities, and can be used many times. Samples and prices free to advertisers.

We make 100 Adv. Novelties—ask for Catalog.

## Advertising Novelty Company

418 SOUTH WINCHESTER AVENUE, CHICAGO

## New York Addressing and Mailing Dispatch

### FAC-SIMILE TYPEWRITTEN LETTERS REPRODUCED

Addressing of Envelopes, Wrappers, Postal Cards, Etc. Folding, Enclosing and Mailing. Envelopes Addressed and Filled in by Typewriter

Compilers of Original Mailing Lists of Automobile Owners

Delivery of Circulars, Catalogs, Pamphlets, Price Lists, Calendars, Samples, Packages, Etc., addressed or unaddressed, in Greater New York. Telephone, 4046 Beekman

Dispatch Bldg., 43 Fulton St., New York, N.Y.

1847 ROGERS BROS. X S  
TRIPLE

"Silver Plate that Wears"

The famous trade mark

"1847 ROGERS BROS." guarantees the heaviest triple plate.

Catalogue "P" shows all designs

MERIDEN BRITANNIA CO.

(International Silver Co., Successor)

MERIDEN, CONN.

NEW YORK CHICAGO SAN FRANCISCO



And what is true about the corner coupon is also true about nearly everything else.

\* \* \*

The Schoolmaster is a firm believer in the theory that behind every notable success there is a notable personality—some one who is not afraid to step out ahead of rules, who creates rather than copies. He believes that often too much is made of "atmosphere," small details of typography, and the like.

But he does not swing to the other extreme. He is able to gather something of value from almost every advertiser's practice and views, that he has a chance to look into thoroughly. He believes that good original ideas and good technique are both important. And he believes that advertising is becoming better and better understood as each season's work rolls by.

\* \* \*

One of the magazines recently sent out some details of an interesting incident. It seems that the advertising department of this magazine—a woman's publication—had been soliciting the manufacturer of a \$15 bed and that the manufacturer declined to advertise in women's magazines on the ground that the purchase of a \$15 household article was a family matter—one that the husband took part in and furnished the money for, that the wife ordinarily would not have \$15 of her own to spend for the bed.

The advertising manager of the magazine got the opinions of several people. They all seemed to be of the opinion that the manufacturer was wrong, that he was not a married man or he would know better, and so on.

The Schoolmaster is naturally a great believer in quizzing, and so he showed the circular that gave an account of the incident to a dozen or more people, and asked what their observation had been.

Two men, one married and one unmarried, believed that both types of families existed. Another married man, a merchant, thought that the close-fisted head

of the house was not at all uncommon, particularly among the middle-waged and low-waged classes.

Among the women who read the circular there were only a few who were able to recall a family where the wife could not buy a \$15 bed without going to the "head of the house." Most of them thought that the rule, in making purchases of this sort, was for the wife to take the initiative, but usually to talk it over with the husband before finally buying. Only one of the unmarried women could recall such households as that described by the bed manufacturer, and this one said that while she knew of them it wasn't going to be that way in hers!

So it may be that prosperity and agitation for women's rights is making smaller the proportion of homes where the husband is the sole holder of the money bag.

It would be an interesting subject to look into thoroughly, if large cities, small cities, the great rural territory, high-waged class, middle-waged class, low-waged class, American-born, foreign-born and still other classes were included in the study. The trouble with most of us when we consider questions of this sort is that we are guided too much by what we observe among our *immediate* acquaintances. And whether we live on Fifth avenue or out at Distanthurst, in Chicago or Peoria, we see daily only a very small part of the world's population. We must look out beyond our little circle with open and inquiring minds, if we would understand how the world goes.

\* \* \*

Those who are interested in mail-order work will be pleased to know that on and after July 1 the Post-office Department will allow indemnity up to \$25 on lost registered mail of the third and fourth classes. Hitherto, there was no indemnity on mail of this class unless it was prepaid at the letter rate, with the single exception of international registered mail where indemnity of \$10 was allowed.

While in a drug store the other day it was observed that the druggist wrapped small packages in sheets of paper that bore an advertisement of Bromo Seltzer. Of course the advertiser furnishes these wrappers free to druggists. This sort of advertising does not take the place of newspaper, magazine and other forms, but seems to be valuable supplemental advertising, considering the small cost.

#### A. A. C. OF TEXAS FOR DALLAS

The Associated Advertising Clubs of Texas were permanently organized at a meeting held in Dallas, June 20, by delegates from the advertising clubs in Dallas, Fort Worth, Houston, San Antonio, Abilene, Mart, Waco, Wichita Falls and McKinney. Seventy-five delegates attended.

The most important business of the meeting was the enthusiastic indorsement given to the candidacy of Dallas for the 1912 convention of the Associated Advertising Clubs of America. Each club pledged itself to go to the Boston convention, strong for Dallas.

Frank T. Crittenden, of Fort Worth, was elected the first president of the association. C. L. Sikes, of Houston, was chosen secretary; W. V. Crawford, of Waco, first vice-president, and W. M. White, of San Antonio, second vice-president.

The following board of directors was elected: C. J. Glover, Waco; J. L. Spencer, Mart; B. Frank Johnson, McKinney; George L. Minton, Abilene; F. H. Day, Wichita Falls; V. S. Stires, San Antonio; and J. G. Cheney, Dallas.

Waco will be the place of holding the first convention, the date to be made known later.

Speeches were made by Colonel Frank P. Holland, of *Farm and Ranch*; Frank T. Crittenden, of Fort Worth; John McComb, of Houston; W. M. Moore, of San Antonio; A. S. Kerr, of Wichita Falls, and others.

A dinner was held at the close of the meeting, at which Fred E. Johnston presided, and many speeches were made.

#### A. N. Y. A. A. DELEGATES TO BOSTON

Chairman William H. Johns has appointed the following members of the Association of New York Advertising Agents as delegates to the Boston convention of the Associated Advertising Clubs of America:

Members of executive committee: William H. Johns, Ralph Holden, H. E. Lesan, Walter R. Hine and Frederick H. Siegfried.

Delegates: Collin Armstrong, O. H. Blackman, P. B. Bromfield, Ingalls Kimball, Wendell P. Colton, J. A. Richards, George B. Van Cleve, W. F. Hamblin, Charles Otis and A. W. Erickson.

Alternates: H. Sumner Sternberg, J. W. Morgan, George Dyer, H. H. Charles and Gay Bradt.



## The Strenuous Life

Office or street—copy, detail or soliciting—"advertising" is full of brain and nerve wearing strenuousity.

# Coca-Cola

is the one best beverage for "up-to-the-limit" workers—it is strenuously good itself.

**Delicious—Refreshing Thirst-Quenching**

**5c Everywhere**

THE COCA-COLA CO.

Atlanta, Ga.

Send for our interesting booklet "The Truth about Coca-Cola."



Whenever you see an Arrow think of Coca-Cola.

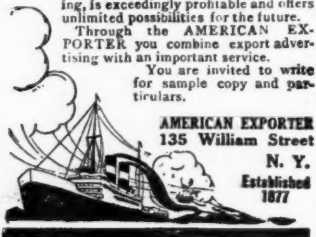


## Are You Developing Your Export Markets?

There is not a more important part of a manufacturer's business than his Foreign Trade. It offers a means of relief from quiet domestic conditions, responds readily to advertising, is exceedingly profitable and offers unlimited possibilities for the future.

Through the AMERICAN EXPORTER you combine export advertising with an important service.

You are invited to write for sample copy and particulars.



AMERICAN EXPORTER  
135 William Street  
N. Y.  
Established  
1877

Edw-Edz

### Celluloid Offer Your Particular Trade Better Guide Cards—Fewer of Them Celluloid Tipped Guides

will outwear six or more sets of ordinary un-reinforced guides. Your customer dispenses with the annoyance of constantly replacing dog-eared sets. He will remember the store that solved the vexing little problem of giving his Card Index. File the well kept appearance it should have; Write for samples.

STANDARD INDEX CARD CO.  
701 to 709 Arch Street, Philadelphia

## Lincoln Freie Presse

GERMAN WEEKLY  
LINCOLN, NEB.

Prints nothing but original matter, and brings an abundance of articles and items of special interest to German-Americans, which accounts for the immense popularity of the paper in the German settlements everywhere.

**"THE LEONARD COIN MAILER"**

SAFE  
SURE  
CONVI  
NIENT

makes sending money to you easy and safe. People are more apt to send money when it is no trouble to do so. Sample dozen 10c. postpaid. 100 for 75c. postpaid: 1000 with any printing \$3.25. \$34 \$10.00. P. O. B. Detroit.

The Detroit Coin Wrapper Co.  
209 Harper Ave.  
Detroit

## YOU'VE GOT TO HAND IT TO DALLAS!

BOYS! WE HAVE AN OPPORTUNITY NOW TO DO SOMETHING FOR DALLAS!

By the grace of God, let's do it! If the dear old town ever needed us she needs us now.

Whether Dallas is to flicker 'round in the hundred-thousand class for another ten years, or is to flash forth a city of a quarter of a million, is largely up to us.

At this critical stage in our city's history—the formative period—favorable publicity before the world will give us a get-away on the ten-year lap that will mean a winning race.

What we need is that convention! If Dallas secures the 1912 National Convention of the Associated Advertising Clubs of America, it will place Dallas in the public eye and in the press of all the country for months—a year, yes, years to come. It will give our city more and better publicity than an advertising fund of a hundred thousand dollars would pay for.

Business men and advertising men of big caliber from cities north, east and west—8,000 of them, and through them the millions of America whom these men talk to every day through the press—will have an opportunity to learn of the wonderful resources and boundless opportunities Dallas and Texas offer for the investment of brains, capital, thrift and enterprise.—Dallas Advertising Leagues "O.K.'d Copy."

## TO ADVERTISE NEBRASKA

The Nebraska Publicity League has been organized to be an affiliation of the members of commercial clubs, ad clubs, chambers of commerce and other commercial or publicity organizations in Nebraska. The officers elected are as follows:

President, S. R. McKelvie, Lincoln. The Nebraska Farmer; vice-president, P. P. Fodrea, Omaha; corresponding secretary, N. A. Huse, Norfolk; executive secretary, Fred Creigh, Omaha; treasurer, Victor White, Omaha.

The organization is the immediate outgrowth of an active attempt to send a trainload of Nebraska boosters to the national convention of the Associated Advertising Clubs of America, which is to be held at Boston, August 1-4.

## MISSOURI BODIES CONSOLIDATE

The formal consolidation of the Missouri Manufacturers' Association and the Latin-American and Foreign Trade Association took place in St. Louis, June 22. The name of the consolidated body is the St. Louis Manufacturers' and Export Association.

Isaac H. Sawyer, president of the former Manufacturers' Association, and president of the St. Louis Advertising Men's League, was elected president, and Henry Leschen, P. M. Hanson, Charles F. Wencker, James F. Coyle and H. D. Williams, vice-presidents.

The matter of merging other organizations with the Association is being considered.

# Advertising Novelties and Specialties

Names and addresses of manufacturers or distributors of articles mentioned under this heading will be gladly supplied to PRINTERS' INK readers if correspondence is addressed to The Novelty & Specialty Department, Printers' Ink Publishing Co., 12 West 31st St., New York.

An advertising letterhead of an unique style is being used by the Gas Traction Company, of Minneapolis, Minn. The letterhead is in reality a four-page circular, with the outside reserved for the conventional engraving and correspondence. Inside, this advertiser gets the effect of a double-page spread with suitable copy, display, and illustrations in colors of its machinery.

A premium for publishers has been put on the market in the shape of a syrup percolator. This comes in two sizes, and is claimed to make from a quart upward per day. Sugar and cold water are the only ingredients required. Each percolator is fitted with a cut-out faucet.

The idea of using initial cuff links for advertising purposes as described

recently in this column has been carried out in a recent addition to the already wide variety of advertising matchboxes on the market. The boxes, which are about two by three inches, come in gun metal, oxidized silver and oxidized copper.

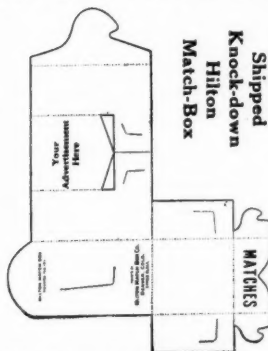
A plan similar to the above has been utilized in turning out a flat pocket mirror. The mirror itself, which is about two inches square, is set in a corrugated, gold-finished metal frame. To this is attached a hinged cover, fitting snugly over the glass.

The Underwood Typewriter Company reports success in the use of high-grade advertising novelties in the shape of hatpins, which were distributed among the operators of the Underwood machines. The head of each pin is of oxidized silver, about the size of a quarter. In the center, the monogram U. T., as it appears on all Underwood products and literature, stands in relief. The pins were distributed through the various branch managers, who found a ready demand for them among stenographers.

The United Cigar Stores are distributing to customers a small thirty-two page pamphlet containing records of sporting events brought up to date. "The Pocket Referee," as the booklet is called, serves an advertising purpose by carrying general publicity matter on the four covers. (Records compiled and copyrighted by Fred Crosby.)



## The HILTON MATCH-BOX



### The Set-up Hilton Match-Box

HERE is the most useful and desirable match-box ever invented. Every housewife will immediately give it preference over the old style boxes. It holds a full box of five hundred matches without removing them from the original box. Is especially adapted for a supplement cut-out for Sunday editions. The real need of a match box in every home makes this cut-out of particular value—it will stay on the wall in a prominent place. Newspapers are using the cut-out to boom their want ads, and it keeps the telephone number always in sight.

**HILTON MATCH-BOX CO., 3535 Ellis Ave., CHICAGO**

## Classified Advertisements

Classified advertisements in "Printers' Ink" cost twenty cents an agate line for each insertion. Count six words to line. No order for one time insertion accepted for less than one dollar. No advertisement can exceed 28 lines. Cash must accompany order.

### ADDRESSING MACHINES

**THE WALLACE STENCIL ADDRESSING MACHINE** is used by the largest publishers throughout the country and is the only one cleansing the stencil immediately after the imprint is made. We also call attention to our new flat platen typewriter. We manufacture stencils to fit all makes of stencil addressing machines. Addressing done at low rates. Write for prices and circulars before ordering elsewhere. **WALLACE & CO., 29 Murray St., New York City.**

### ADVERTISING AGENCIES

**H. W. KASTOR & SONS ADVERTISING CO.,** Equitable Building, St. Louis, Mo.

**ALBERT FRANK & CO., 26 Beaver St., N. Y.** General Advertising Agents. Established 1872. Special facilities for placing advertisements by telegraph to all parts of the United States and by cable to all foreign countries.

**In Cuba and the West Indies**  
**THE**  
**Beers Advertising Agency**

is the one to consult

**THEY ARE ON THE SPOT**  
YOU know what that means!

**37 Cuba Street, Altos (Upstairs) Havana, Cuba**  
**CHAS. H. FULLER Co., Chicago, Ill., Corr.**

### ADVERTISING CALENDARS

**1912 IMPORTED AND DOMESTIC CALENDARS.** Any printer can get business with our line and make the dull summer months profitable. \$3.00 is all you have to invest, half cost of samples. **PENN PAPER CO., 20 North Sixth Street, Philadelphia, Pa.**

### ADVERTISING MEDIA

**THE TEXTILE MANUFACTURER, Charlotte, N. C.,** covers the South thoroughly, and reaches the buyers of machinery and supplies.

**THE BLACK DIAMOND** Chicago-New York-Pittsburg, for 20 years the coal trades' leading journal. Write for rates.

**THE** circulation of the **New York World,** morning edition, exceeds that of any other morning newspaper in America by more than 150,000 copies per day.

**"CUBA OPPORTUNITIES"**—the only monthly on the island published in both Spanish and English. Circulates on every sugar-estate, tobacco plantation; is read by planters, fruit growers and truckmen, the rich producers and larger consumers of American goods. Subscription, \$1 per annum, 2 years \$1.50. **L. Maclean Beers, Editor, Box 1170, Havana**

### ADVERTISERS AND PUBLISHERS' NEEDS

**ASK THE SEARCHLIGHT INFORMATION LIBRARY, 341-7 FIFTH AVENUE, NEW YORK, ANYTHING YOU WANT TO KNOW.** Millions of old, rare, and up-to-date clippings, articles, notes, records, books, and pictures; all topics from all sources; classified for quick reference. **We Lend Material—Any Subject. We Conduct Investigations. We Write Books, Booklets and Articles. We Supply Photographs and Other Illustrations.**

### AD WRITERS

**ADVERTISING COPY INTELLIGENTLY PREPARED.** References prove it productive. State your particular requirements. **J. WILBUR ANDREW, Zartman Building, Newark, Ohio.**

### BUSINESS OPPORTUNITIES

**BUSINESS LETTERS** apt to cheat that poor hard-working basket. **FRANCIS I. MAULE, 401 Sansom Street, Philadelphia.**

### COIN CARDS

#### CIRCULATION MEN!

Can you use original circulation ideas and schemes that are sure to pull results?

We can show you how to increase your circulation by the use of Winthrop Coin Cards.

A careful study of circulation methods places us in position to be of value to you.

Write us your proposition or send us a sample copy, and we will show you how more subscriptions can be gotten in less time and for less money. Write us for prices and particulars.

**THE WINTHROP PRESS**

Coin Card Department

419 Lafayette Street

New York, N. Y.

### ENGRAVING

**PERFECT** copper half-tones, 1 col. \$1; larger 10c. per in. **THE YOUNGSTOWN ARC ENGRAVING CO., Youngstown, Ohio.**



## FOR SALE

**Two Simplex Machines, each**

\$100 cash, f.o.b. Chicago; one ten point, one eight point. Address **SIMPLEX**, 328 Wabash Avenue, Chicago, Ill.

**FOR SALE**—AN ILLINOIS WEEKLY, 100 MILES FROM CHICAGO; earned \$15,000 net last year; as good as a daily, minus the daily grind, in splendid shape; owner has other interests; \$36,000, two-thirds cash; fullest investigation granted. Address **BYRNE & COMPANY**, 1226 Masonic Temple, Chicago, Illinois.

## HELP WANTED

**ARTIST** with some knowledge of copy writing and printing for Canadian advertising agency in Toronto. Good future. Write fully to Box 674, care Printers' Ink.

**WANTED** by agency outside of New York, all around man as solicitor, copy writer. Must be familiar with the magazine field. Good opportunity. Address "M. D.," care Printers' Ink.

**A**N excellent opportunity for a young, energetic and experienced advertising solicitor with some capital to associate himself with an old and well established advertising agency in this city. "SOLICITOR," P.O. Box 1216, N.Y. City.

**POSITIONS OPEN** in all departments of advertising, publishing and printing houses, East, South and West. High grade service. Registration free. Terms moderate. Established 1898. No branch offices. **FERNALD'S NEWSPAPER MEN'S EXCHANGE**, Springfield, Mass.

**SALESMEN**—Producers of the highest grade are offered openings in nearly all states with a rated house—the largest of its kind in the country—to sell an advertising service to retailers on straight commission. As the position is one from which from \$7,500 to \$10,000 per annum can be made by workers, good references are required. No floaters or "expences advanced" trippers need apply. Address with full particulars, **MR. HENDERSON**, 1040 Thirty-fifth Street, Chicago, Ill.

## Assistant Art Editor Wanted

For a weekly periodical. Man between twenty-five and thirty, with some art-editorial experience preferred. Competent to select and handle photographs and original drawings.

Good Salary to right party.

Address Box 1624  
Philadelphia, Pa.

## MISCELLANEOUS

**YOUNG MEN AND WOMEN** of ability who seek positions as ad writers and ad managers should use the classified columns of **PRINTERS' INK**, the business journal for advertisers, published weekly at 12 West 31st St., New York. Such advertisements will be inserted at 20 cents a line, six words to the line. **PRINTERS' INK** is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

## POSITIONS WANTED

**R**EPRESENTATIVE handling two trade papers wants another live journal to represent in New England. "REPRESENTATIVE," care Printers' Ink.

**H**AVE executive ability; am correspondent and detail man; familiar with rate cards; have done some soliciting; NOT a copy man. Highest references. Want immediate connection. "M. R.," care of Printers' Ink.

**A**DVERTISING MANAGER'S ASSISTANT—(Ad writer, correspondent, secretary, also stenographer) desires suitable position immediately. Best experience and credentials. Salary \$30 per week. Box 717, care Printers' Ink.

**S**ALESMANAGER OR SALESMAN. Nine years' business experience in specialties. Open for immediate connection. Efficient worker and result producer. Will consider moderate salary if permanency is assured. Address Box 9, care of Printers' Ink.

**I**WANT a position to take charge of a Spanish and French advertising and correspondence of the export department with a reliable concern. Perfect practical knowledge of both languages and acquainted with modern methods. Address "MERCADER," 409 Trussed Concrete Bldg., Detroit, Mich.

**C**IRCULATION MANAGER—Energetic; good copy writer; with splendid record; fully conversant with all departments of circulation work and the general details of publishing business will be open to new connection about July 1st. Address Box 984, care of Printers' Ink.

**A**D WRITER and GENERAL PUBLICITY, West or Northwest—young, energetic, strictly sober, splendid newspaper and printing experience, successful with large ventures. Would accept position as adv. manager, publicity manager, newspaper adv. solicitor, or private secretary to individual or business concern. Gilt edge reference. Address Box 367, Columbus, Ohio

**A**CTIVE publicity man, 35, long newspaper department store, and general advertising training; invites inquiries from publishers, etc., needing advertising manager. The position should be important enough to require brains and judgment and to pay over \$2,100. Narrow gauge, figure head, or leading opportunities not acceptable. Write "WIDE AWAKE," care of Printers' Ink.



## Advertising Man

thoroughly conversant with the rates of the SOUTH AMERICAN and the U. S. FOREIGN LANGUAGE PAPERS desires connection with high class Agency or Advertiser contemplating this field. "H. S.," care of Printers' Ink, New York.

## Mail Order Advertising Man

Twelve years' experience. Six years with one of Chicago's largest houses. Now advertising manager for large Eastern house. Also possess broad knowledge of printing, engraving, drawing, paper, etc. Experienced in retail chain store advertising. Desire change by August first. "O. M. A.," care Printers' Ink.

## Boston Special Agent for Trade Journals

Are you represented in Boston? If not, I will call on special prospects for you or follow up inquiries. Charges reasonable and based on results. Send me a list of your expired subscriptions and I will see each one and renew where possible. Work on commission basis. Address "O. T. R.," Room 801, 201 Devonshire St., Boston, Mass.

## YOUR CHANCE

Try a crack newspaper man in your ad department. Most headlines in good newspapers surpass the ads in power and cleverness. Then, why not?

When executive experience in running a newspaper is added, the possessor is entitled to your consideration. No doubt some of the best ad men you know of came from newspapers. They certainly have the advantage.

I am at liberty when you need me. Address "YOUR CHANCE," care of Printers' Ink.

## A Valuable Man For the Right Firm

If you can offer a real opportunity for a successful advertising man and capable sales executive I would like to hear from you.

I have a creative mind able to grasp essentials. Experienced in selling; in directing salesmen, and in national advertising. Now sales manager of well known house. Age 26.

An acceptable position should carry proper scope of authority and pay a salary that a man of ability is worth.

I would engage on make good basis, for record shows services that mean a profit to my employer.

Address "W. I. S.," care Printers' Ink.

## PRESS CLIPPINGS

**MANHATTAN** Press Clipping Bureau, Arthur Cassot, Prop., supplies the best service of clippings from all papers, on any trade and industry. Write for terms 334 Fifth Ave., New York City.

**ROMEIKE'S PRESS CLIPPING BUREAU**, 110-112 West 26th Street, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable Bureau. Write for circular and terms.

## PRINTING

**GENERAL PRINTING, CATALOGUE and BOOKLET WORK.**—Unusual facilities for large orders—monotype and linotype machines—large hand composing room, four-color rotary, cylinder, perfecting, job and embossing presses, etc. Original ideas, good workmanship, economy, promptness. Opportunity to estimate solicited.

WINTHROP PRESS, 419 Lafayette St., N. Y.

## PUBLISHING BUSINESS OPPORTUNITIES

**\$3500** buys small daily newspaper property without competition in city of 6,000 population. \$2,000 cash necessary. Annual volume of business over \$6,000. Return to two owners in 1910 for personal efforts and investment was \$3,700. Plant includes Campbell 2 rev., 2 engines, typesetting machine worth 1,800, etc. Proposition A. V. C. M. PALMER, Newspaper Broker, 277 Broadway, New York.

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# ROLL OF HONOR

Advertisements under this caption are accepted from publishers who have sent PRINTERS' INK a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser.



PRINTERS' INK's Guarantee Star means that the publishers' statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by Printers' Ink Publishing Company who will pay \$100 to the first person who successfully controverts its accuracy.

## ALABAMA

**Birmingham, Ledger,** dy. Average for 1910, 2,616. Best advertising medium in Alabama.

**Montgomery, Advertiser,** net average Feb. 11, 15,310 dy.; 23,194 Sun. Guarantees daily 3 mos. and Sun. 4 times the net paid circulation of any other Montgomery newspaper.

## CONNECTICUT

**Meriden, Journal,** evening. Actual average for 1909, 7,729; average for 1910, 7,801.

**Meriden, Morning Record & Republican,** daily aver. 1909, 7,739; 910, 7,873.

**New Haven, Evening Register,** daily. Aver. for 1910 (sworn) 19,096 daily 2c.; Sunday, 14,783, 5c.

**New London, Day, ev'g.** Av. '10, 6,892. 1st 3 mos. 1, 7,049; double all other local papers combin'd.

**New Haven, Union.** Largest paid circulation, average for 1910, 17,267. Paper non-returnable.

**Norwalk, Evening Hour.** Average circulation 1910, 3,627. Carries half page of wants.

**Waterbury, Republican.** Examined by A. A. regularly. 1910, Daily, 7,317; Sunday, 7,730.

## FLORIDA

**Jacksonville, Metropolis,** Dy, '10, 13,701; Dec., '10, 14,659. E. Katz Sp. A. A. N. Y. and Chicago.

## ILLINOIS

**Bellefonte, Ill. News-Democrat.** Average 1910, daily, 3,601. Official newspaper St. Clair County.



**Chicago Examiner,** average 1910, Sunday 624,607, Daily 210,657, net paid. The Daily Examiner's wonderful growth in circulation and advertising forced all the three Chicago papers to cut their price to one cent.

The Sunday Examiner SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers PRINT.

The absolute correctness of the latest circulation rating accorded the Chicago Examiner is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.



**Champaign, News.** Reading paper in field. Average year 1910, 5,154.

**Joliet, Herald,** evening and Sunday morning. Average for 1910, 7,551.

**Peoria, Evening Star.** Circulation for 1910, 21,143.

**Sterling, Evening Gazette,** average circulation for 1908, 4,409; 1909, 5,122; 1910, 5,144.

## INDIANA

**South Bend, Tribune.** Sworn average March, 1911, 12,518. Best in Northern Indiana.

## IOWA

**Burlington, Hawk-Eye,** daily. Average 1910, 9,404. "All paid in advance."

**Des Moines, Register & Leader** (av. '10), 35,663. **Evening Tribune,** 19,103 (same ownership). Combined circulation 54,766—35% larger than any other Iowa paper. Supreme in want ad field.

**Dubuque, Times-Journal,** morn. and eve. Pd. in advance July 20, 1910; dy. 2,022; Sun. 11,426.

**Washington, Eve. Journal.** Only daily in country. 1,913 subscribers. All good people.

**Waterloo, Evening Courier,** 53rd year; net av. July, '10-Dec., '10, 7,090. Waterloo pop., 27,000.

## KENTUCKY

**Lexington, Herald.** Average 1910, 6,919. "When you advertise in Lexington Herald, you cover Central Kentucky."

**Louisville, Courier Journal.** Average 1910, daily, 22,204. Sunday, 46,249.

**Louisville, The Times,** evening daily, average for 1910 net paid 48,834.

## MAINE

**Augusta, Kennebec Journal,** daily average 1910, 9,319. Largest and best cir. in Cent. Me. **Bangor, Commercial.** Average for 1910, daily 10,199.

**Lewiston, Sun.** Daily average 1910, 5,440. Last 3 months of 1910, are 5,847.

**Portland, Evening Express.** Average for 1910, daily 16,936. Sunday Telegram, 11,266.

## MARYLAND

**Baltimore, American.** Daily aver. year 1910, 50,266; Sun., 104,902. No return privilege.

**Baltimore, News,** daily. News Publishing Company. Average 1910, 82,405. For May, 1911, 79,740.

The absolute correctness of the latest circulation rating accorded the News is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.

**Boston, Evening Transcript** (©©). Boston's tea table paper. Largest amount of week day ad.



**Boston, Globe.** Average circulation.

Daily (2 cents a copy)

1910, 183,720—Dec. av., 188,643.

Sunday

1910, 321,878—Dec. av., 330,717.

Advertising totals: 1910, 7,922,108 lines

Gain, 1910, 536,831 lines

2,394,103 more lines than any other Boston paper published.

Advertisements go in morning and afternoon editions for one price.

The above totals include all kinds of advertising from the big department store to the smallest "want" ad. They are not selected from any favorable month, but comprise the totals from January 1, 1910, to December 31, 1910.



**Boston, Daily Post.** Greatest May of the *Boston Post*. Circulation averages: *Daily Post*, 342,623, gain of 29,020 copies per day over May 1910. *Sunday Post*, 293,692, gain of 35,963 copies per Sunday over May, 1910.

**Lawrence, Telegram,** evening, 1910 av. 8,543. Best paper and largest circulation in its field.

**Lynn, Evening Item.** Daily sworn av. 1908, 16,396; 1909, 16,539; 1910, 16,562. Two cents. Lynn's family paper. Covers field thoroughly.

**Salem, Evening News.** Actual daily average for 1910, 16,763.

**Worcester, Gazette,** evening. Av. '10, 17,002. The "Home" paper. Largest ev'g circulation.

### MICHIGAN

**Detroit, Michigan Farmer.** Michigan's only farm weekly. Guaranteed circulation 80,000.

★ **Jackson, Patriot.** Aver. year, 1910, daily 10,720; Sunday 11,619. Greatest circulation.

### MINNESOTA

**Minneapolis, Farmers' Tribune,** twice-a-week. W. J. Murphy, publisher. Aver. for year ending December 31, 1910, 23,118.

**Minneapolis, Farm, Stock and Home,** semi-monthly. Actual average for year ending Dec. 31, 1910, 103,350.



The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.



**Minneapolis, Journal,** Daily

and Sunday (☉☉). In 1910 average daily circulation evening

only, 77,348. In 1910 average

Sunday circulation, 80,655.

Daily average circulation for

May, 1911, evening only,

77,924. Average Sunday circula-

tion for May, 1911, 82,037.

(Jan. 1, 1908, subscription rates

were raised from \$1.50 to \$6.00

per year cash in advance. The

Journal's circulation is absolutely

guaranteed by the Printers' Ink

Publishing Company. It goes

into more homes than any

other paper in its field.



### CIRCULATION

**Minneapolis, Tribune,** W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average circulation of daily *Tribune* for year ending Dec. 31, 1910, 91,260. Average circulation of Sunday *Tribune* for same period, 81,523.



### MISSOURI

**St. Louis, National Farmer and Stock Grower,** Mo. Actual average for 1910, 125,109.

### NEBRASKA

**Lincoln, Deutsch-American Farmer** weekly 140,221 for year ending Dec. 31, 1910.

**Lincoln, Freie Press,** weekly. Average year ending Dec. 31, 1910, 141,048.

### NEW JERSEY

**Camden, Post-Telegram.** 9,433 sworn average for 1910. Camden's oldest and best daily.

**Newark, Evening News.** Largest circulation of any newspaper in New Jersey.

**Trenton, Evening Times.** 1c—'07, 20,270; '08, 21,326; 2c—'09, 19,062; '10, 19,338; 1st quarter, '11, 20,128.

### NEW YORK

**Albany, Evening Journal.** Daily average for 1910, 17,769. It's the leading paper.



**The Brooklyn Standard Union,** Printers' Ink says, "now has the largest circulation in Brooklyn". Daily average for year 1910, 54,558.

**Buffalo, Courier,** morn. Ave., '10 Sunday, 86,737; daily, 44,284; *Enquirer*, evening, 22,278.

**Buffalo, Evening News.** Daily, average for 1908, 54,033; 1909, 54,307; 1910, 54,232.

**Gloversville and Johnstown, N. Y. The Morning Herald.** Daily average for 1910, 6,104.

### NEW YORK CITY

**The World.** Actual average, 1910, Morning, 362,108. Evening, 411,320. Sunday, 467,664.

**Poughkeepsie, Star,** evening. Daily average year, 1910, 8,710; last four mos. 1910, 6,187.

**Schenectady, Gazette,** daily. A. N. Lietz. Actual Average for 1910, 19,246. Benjamin & Kentnor, 225 Fifth Ave., New York; Boyce Building, Chicago.

**Schenectady, Star.** Average 1910, 12,766. Sheffield Sp. Ag'cy, Tribune Bldg., N. Y.

**Troy, Record.** Av. circulation 1910, (A. M. 5,102; P. M., 17,687) 22,789. Only paper in city which has permitted A.A.A. examination, and made public the report



Utica, *National Electrical Contractor*, 120  
Average for 1910, 2,625.

# NORTH DAKOTA

Grand Forks, *Normanden*. Norwegian weekly.  
Actual average for 1910, 9,076.

# OHIO

Cuyahoga, *Evening Telegraph*. Daily average  
for 1910, 1,783. *Journal*, weekly, 976.

Cleveland, *Plain Dealer*. Est. 1841. Actual  
average for 1910: Daily, 87,125; Sunday, 114,044.  
For May, 1911, 96,106 daily; Sunday, 116,144.

Youngstown, *Vindicator*. D'y av., '10, 18,698;  
LaCoste & Maxwell, N. Y. & Chicago.

# OKLAHOMA

Oklahoma City, *Oklahoman*. Ave. May, 1911,  
daily, 38,763; Sunday, 41,601.

# PENNSYLVANIA

Erie, *Times*, daily. 22,449 average,  
May, 1911. A larger guaranteed paid  
circulation than all other Erie papers  
combined. E. Katz, Special Agt., N.Y.

Johnstown, *Tribune*. Average for  
1910, 12 mos., 1910, 13,328. Mar., 1911,  
14,883. Only evening paper in John-  
stown.

Washington, *Reporter and Observer*, circulation  
average 1910, 12,396; May, '11, 12,691.

West Chester, *Local News*,  
daily, W. H. Hodgson. Aver. for  
1910, 15,898. In its 37th year.  
Independent. Has Chester Co.,  
and vicinity for its field. Devoted  
to home news, hence is a home  
paper. Chester County is second  
in the State in agricultural wealth.

Wilkes-Barre, *Times-Leader*, evening; best me-  
dium of anthracite field for advertising purposes.  
York, *Dispatch and Daily*. Average for 1910,  
18,767.

# RHODE ISLAND

Pawtucket, *Evening Times*. Average circula-  
tion 9 mos. ending Apr. 30, '11, 20,023—sworn.

Providence, *Daily Journal*. Average  
for 1910, 22,788 (C). Sunday, 30,771  
(C). *Evening Bulletin*, 48,323 aver-  
age 1910.

Westerly, *Daily Sun*, George H. Utter, pub.  
Circulates in Conn. and R. I. Cir., 1910, 6,423.

# SOUTH CAROLINA

Charleston, *Evening Post*. Evening. Actual  
daily average 1910, 6,460.

# TEXAS

El Paso, *Herald*, year 1910, 11,351. Only  
El Paso paper examined by A. A. A.

# VERMONT

Barre, *Times*, daily. Only paper in city. Av.  
1910, 5,625. Examined by A.A.A.

Burlington, *Free Press*. Daily average for  
1910, 9,113. Largest city and State circulation.  
Examined by Association of Amer. Advertisers.

Montpelier, *Argus*, d'y., av. 1910, 3,315. Only  
Montpelier paper examined by the A. A. A.

# VIRGINIA

Danville, *The Star*. Aver. April, 1911, 5,074,  
May, '11, 5,070. Largest circ. Only eve. paper.

# WASHINGTON

Seattle, *The Seattle Times* (C) is the metropolitan daily of Seattle and the Pacific Northwest. It combines with its 1910 circ. of 64,741 daily, 84,205 Sunday, rare quality. It is a gold mark paper of the first degree. Quality and quantity circulation means great productive value to the advertiser. The *Times* carried in 1910, 12,328,918 lines, beating its nearest competitor by 2,701,284 lines.

Tacoma, *Ledger*. Average year 1910, daily,  
18,967. Sunday, 27,348.

Tacoma, *News*. Average for year 1910,  
19,212.

# WISCONSIN

Fond Du Lac, *Daily Commonwealth*. Average  
May, 1911, 8,956. Established over 40 years ago.

Janesville, *Gazette*. Daily average, May,  
1911, daily 8,664; semi-weekly, 1,649.

Madison, *State Journal*, daily. Actual aver-  
age for April, 1910, 7,147.

Milwaukee, *The Evening Wis-  
consin*, daily. Average daily circula-  
tion for first five months of  
1911, 43,764. Average daily gain  
over first five months of '10, 1,356.  
Average daily circulation for May,  
1911, 46,145 copies. The *Evening  
Wisconsin's* circulation is a home circulation  
and without question enters more actual homes  
than any other Milwaukee paper. Every lead-  
ing local business house uses "full copy." Every  
leading foreign advertiser uses Milwaukee's  
popular home paper. Minimum rate 5 cents per  
line. Chas. H. Eddy, Foreign Rep., 502 Metro-  
politan Bldg., New York. 122 So. Michigan  
Blvd., Chicago (Robt. J. Virtue, Mgr).

Milwaukee, *The Milwaukee  
Journal*, (eve.) Daily Av. circ.  
for 12 mos., 64,045. Daily Av.  
May, 66,707. May gain over  
1910, 2,167. Paid City Circulation  
double that of any other Milwau-  
kee paper. Leads all other Mil-  
waukee papers in display, classified and foreign  
advertising. In over 605 Milwaukee homes. Flat  
rate 7c. per line. C. D. Bertolet, Boyce Bldg.,  
Chicago; J. F. Antisdal, 356 Fifth Ave., N.Y. City

Racine, *Daily Journal*. March, 1911, circula-  
tion, 6,410. Statement filed with A. A. A.



# THE WISCONSIN AGRICULTURIST

Racine, Wis., Established, 1877.  
Actual weekly average for year  
ended Dec. 31, 1910, 61,827.  
Larger circulation in Wisconsin  
than any other paper. Adv.  
\$4.20 an inch. N. Y. Office.  
Park Row. W. C. Richardson, Mgr.

# MANITOBA, CAN.

Winnipeg, *Free Press*, daily and weekly. Av-  
erage for 1910, daily, 46,181; daily April, 1911,  
52,214; weekly 1910, 26,446; April, 1911, 26,339.

Winnipeg, *Der Nordwestern*. Canada's National  
German weekly. Av. 1910, 18,484. Rates 56c. in-

# QUEBEC, CAN.

Montreal, *La Patrie*. Ave. 1910, daily—42,114;  
Sat., 66,510. Highest quality circulation.

Montreal, *La Presse*. Daily average for  
April, 1911, 104,216. Largest in Canada.

# The Want-Ad Mediums

This list is intended to contain the names of those publications most highly valued by advertisers as Classified Mediums. A large volume of want business is a popular vote for the newspaper in which it appears.

## CONNECTICUT

**NEW HAVEN Register.** Leading want ad medium of State. Rate 1c. a word.

## ILLINOIS

**THE Chicago Examiner** with its 624,607 Sunday circulation and 210,667 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

"NEARLY everybody who reads the English language in, around or about Chicago, reads the *Daily News*," says the *Post-office Review*, and that's why the *Daily News* is Chicago's "want ad" directory.

## INDIANA

**THE Indianapolis Star**, Indianapolis, Ind., is the leading "WantAd" Medium of the State. Rate 1 cent per word. Sunday circulation over 3 times that of any other Sunday paper published in the State.

## MAINE

**THE Evening Express and Sunday Telegram** carry more Want Ads than all other Portland papers combined.

## MARYLAND

**THE Baltimore News** carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.

## MASSACHUSETTS

**THE Boston Evening Transcript** is the Great Resort Guide for New Englanders. They expect to find all good places listed in its advertising columns.



**THE Boston Globe**, daily and Sunday, for the year 1910 printed a total of 479,877 paid want ads; a gain of 19,412 over 1909, and 347,148 more than were printed by any other Boston newspaper.



## MINNESOTA

**THE Minneapolis Tribune** is the recognized Want Ad Medium of Minneapolis.

**CIRCULATIN** **THE Tribune** is the Leading want ad medium of the great Northwest, carrying more paid want ads than any other daily newspaper, either Minneapolis or St. Paul. Classified wants printed in May, 1911, amounted to 284,016 lines. The number of individual advertisements published were 36,325. Rates: 1 cent Ink Pub. Co. a word, cash with the order; or 10 cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.



**THE Minneapolis Journal**, daily and Sunday, carries more paid Classified Advertising than any other Minneapolis newspaper. No free or cut-rate advertisements and absolutely no questionable advertising accepted at any price. Classified lines printed in May, 1911, amounted to 251,300 lines; the number of individual ads published was 29,823. Eight cents per agate line it charged. Cash order one cent a word, minimum, 20 cents.



## MISSOURI

**THE Joplin Globe** carries more Want Ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

## MONTANA

**THE Anaconda Standard**, Montana's best newspaper. Want Ads, 1c. per word. Circulation for 1910, 10,211 daily; 14,537 Sunday.

## NEW YORK

**THE Albany Evening Journal**, Eastern N.Y.'s best paper for Wants and Classified Ads.

**THE Buffalo Evening News** is read in over 90% of the homes of Buffalo and its suburbs, and has no dissatisfied advertisers. Write for rates and sworn circulation statement.

## OHIO

**THE Youngstown Vindicator**—Leading Want Medium. 1c. per word. Largest circulation.

## OKLAHOMA

**THE Oklahoman**, Okla. City, 36,508. Publishes more Wants than any 7 Okla. competitors.

## PENNSYLVANIA

**THE Chester, Pa., Times** carries from two to five times more Classified Ads than any other paper. Greatest circulation.

## UTAH

**THE Salt Lake Tribune**—Get results—Want Ad Medium for Utah, Idaho and Nevada.

# (○○) Gold Mark Papers (○○)

"Advertisers value the Gold Mark Publications not merely from the standpoint of the number of copies printed, but for the high class and quality of their circulation."

## ALABAMA

The Mobile *Register* (○○). Established 1821. Richest section in the prosperous South.

## ILLINOIS

*Bakers' Helper* (○○), Chicago. Only "Gold Mark" journal for bakers. Oldest, best known. *The Island Printer*, Chicago (○○). Actual average circulation for 1910-11, 17,104.

## KENTUCKY

Louisville *Courier-Journal* (○○). Best paper in city; read by best people.

## MASSACHUSETTS

Boston, *American Wool and Cotton Reporter*. Recognized organ of the cotton and woolen industries of America (○○).

Boston *Evening Transcript* (○○), established 1830. The only gold mark daily in Boston.

Worcester *L'Opinion Publique* (○○). Only French paper among 15,000 French population.

## MINNESOTA

The Minneapolis *Journal* (○○). Largest home circulation and most productive circulation in Minneapolis. Carries more local advertising, more classified advertising and more total advertising than any paper in the Northwest.

## THE NORTHWESTERN MILLER

(○○) Minneapolis, Minn., \$4 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (○○).

## NEW YORK

Brooklyn *Eagle* (○○) is THE advertising medium of Brooklyn.

*Century Magazine* (○○). There are a few people in every community who know more than all the others. These people read the *Century Magazine*.

*Dry Goods Economist* (○○), the recognized authority of the Dry Goods and Department Store trade.

*Electric Railway Journal* (○○). Covers thoroughly the electric railway interests of the world. MCGRAW PUBLISHING CO.

*Electrical World* (○○) established 1874. The leading electrical journal of the world. Average circulation over 18,800 weekly. MCGRAW PUBLISHING CO.

**Engineering News** (○○). Established 1874. The leading engineering paper in the world. Av. circulation over 17,500 weekly.

*Engineering Record* (○○). The most progressive civil engineering journal in the world. Circulation averages over 17,000 per week. MCGRAW PUBLISHING COMPANY.

*Hardware Dealers' Magazine* (○○). The Open Door to the Hardware Dealers of the World. Specimen copy upon request. Subscription Agents Wanted. 283 Broadway, New York City.

New York *Herald* (○○). Whoever mentions America's leading newspapers mentions the New York *Herald* first.

*The Evening Post* (○○). Established 1801. The only Gold Mark evening paper in New York. The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting *The Evening Post*. —Printers' Ink.

*Scientific American* (○○) has the largest circulation of any technical paper in the world.

The New York *Times* (○○) has a greater daily city sale than the combined city sales of the other three morning newspapers popularly ranked with it as to quality of circulation.

New York *Tribune* (○○), daily and Sunday. Daily, now one cent—the best for the least.

## OREGON

*Better Fruit*, (○○) the best and most influential fruit growers paper published in the world, monthly, illustrated. \$1 per year. Sample copies, advertising rate card on request. Better Fruit Publishing Company, Hood River, Oregon.

The *Oregonian*, (○○), established 1851. The great newspaper of the Pacific Northwest.

## PENNSYLVANIA

The *Press* (○○) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions. April, 1911, sworn net average, Daily, 80,469; Sunday, 176,602.

## THE PITTSBURG (○○) DISPATCH (○○)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

## RHODE ISLAND

Providence *Journal* (○○), only morning paper among 600,000 people.

## TENNESSEE.

The Memphis *Commercial-Appeal* (○○) is the only paper in the state of Tennessee to have received the Gold Mark Award. It is also one of twelve dailies in the entire United States having taken the N. W. Ayer & Son audit of circulation (1910). The *Commercial-Appeal* passes both quality and quantity tests. Daily, over 52,000; Sunday, over 80,000; weekly, over 93,000.

## WASHINGTON

The Seattle *Times* (○○) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

## WISCONSIN

The Milwaukee *Evening Wisconsin* (○○), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

## CANADA

The Halifax *Herald* (○○) and The *Evening Mail*. Circulation 18,768, Flat rate.

## Business Going Out

The Mercantile Trust Company, St. Louis, is conducting an extensive campaign in the local and national field—a series of 220-line display ads being used three times a week in local papers to increase deposits, and advertisements of various sizes being used in a selected list of magazines and high-grade weeklies advertising Real Estate Notes. The Mercantile National Bank, an allied institution, is conducting a systematic campaign for the St. Louis accounts of banks in the Southwest. Four financial papers circulating in the Southwest and one of national circulation read by bankers, are carrying an insert printed on India tint paper. In addition to the general advertising being carried in the newspapers and magazines, they are using personal letters, booklets and circulars among selected lists.

The United States Motor Company, of New York, has just sent out orders for full-page copy to 188 newspapers in the principal cities throughout the country. The copy will announce a new car of the United States Motor Company, which will be sold for \$350. This is one of the largest orders ever placed for automobile advertising, and is being handled by H. E. Lesan Advertising Agency, of New York. Other large orders placed by this agency for automobile advertising include two pages for the "Samson," which ran in 120 newspapers in the leading cities of eight states in the Middle West; and orders in the same territory totaling 100 pages for the advertising of the "Brush" runabout.

The Gardner Advertising Agency, of St. Louis, Mo., is making contracts with Southern newspapers for the advertising of the Frisco Lines.

The Read Manufacturing Company, of Hoboken, N. J., manufacturers of preparations for destroying insects, is using a list of agricultural publications through George Batten Company, of New York.

S. Grabfelder & Co., of Louisville, Ky., is making contracts with Southern newspapers through Proctor & Collier, of Cincinnati, O.

Maclay & Mullally Brothers, of New York, are conducting a comprehensive trade campaign for the Woodside Sterling Company, of New York.

F. A. Gray Agency, Kansas City, Mo., is sending out orders to a large list of farm papers and weeklies of dailies published in the Middle West, for the Butler Manufacturing Company, same city, advertising steel grain bins. Seventy-four lines display is being used in June and July issues.

The Cole Brothers Lightning Rod Company, St. Louis, will begin a campaign in a large list of agricultural publications starting with July issues. Display copy ranging from 63 to 138 lines will be used. Orders are going out through the Gardner Advertising Company, same city.

The Amsterdam Advertising Agency, of New York, is sending copy to Eastern newspapers to advertise the Ideal Tours.

Southern newspapers are receiving orders for the advertising of the Hamburg American Line through the Frank Presbrey Company, of New York.

Hirsch & Spitz Manufacturing Company, of Atlanta, Ga., manufacturers of mattresses, are sending orders to Southern newspapers through the J. C. McMichael Advertising Agency, of Atlanta, Ga.

C. Green's Sons, of Atlanta, Ga., are using Southern newspapers through J. W. Green's Agency.

J. P. Stevens, of Atlanta, Ga., is sending out orders to Southern newspapers, through the J. C. McMichael Advertising Agency, of Atlanta, Ga.

The Walter Baker Company, of Boston, Mass., is considering a list of newspapers. Contracts will be sent out shortly, and will call for copy in the fall.

The George Batten Company, of New York, has just placed some one-time orders for Street & Smith, publishers, of New York.

The United States Rubber Company, of New York, has begun an advertising campaign to advertise rubber boots. Newspapers on the Eastern seacoast and a select list of farm papers are receiving orders through the J. Walter Thompson Company, of New York.

The J. Walter Thompson Company, of New York, has secured the advertising appropriation of G. Gordon Martin, of New York, and will handle this business beginning July 1.

The Beers Advertising Agency, of Havana, Cuba, is placing daily ad to be run for six months in the *Argosy*, of Georgetown, British Guiana, and also *The Mirror*, of Port of Spain, Trinidad, for German Kali Works, commencing at once. Also a year's contract with some twenty interior town papers in Cuba for the B. A. Fahnestock Medicine Company, of Pittsburg. Copy is to run weekly, six inches, single column.



The Dennison Manufacturing Company, Franklin street, Boston, is using women's publications of national circulation to exploit Dennison Crepe Paper and other products. The advertising is placed direct by J. H. Dyer, advertising manager.

The Wagner & Field Agency has secured an appropriation from the Byron Weston Company, Dalton, Mass., to advertise its ledger papers.

A few general publications are receiving orders from the E. H. Marsh Agency, Springfield, Mass., for the advertising of *The Nautilus Magazine*, published by Elizabeth Towne, Holyoke, Mass.

The Ironmonger Agency is considering publications for next season's list on the advertising of the E. T. Burrows Company, Portland, Me., manufacturers of Burrows billiard and pool tables.

The Auto-Fedan Hay Press Company, Kansas City, is sending out orders direct to agricultural papers published in the North and Middle West. Eight-line display copy is being used in June issues.

The Champion Milk Cooler Company, of Cortland, N. Y., manufacturing milk coolers, is using agricultural papers through George Batten Company, of New York.

The advertising of the Russia Cement Company, Gloucester, Mass., manufacturer of LePage's Glue, will be placed by the Boston office of George Batten Company. This agency is also handling the appropriation of S. D. Warren & Co., Boston, manufacturers of Cameo Plate Paper.

The C. Brewer Smith Agency, Boston, is placing contracts with New England newspapers for the advertising of Harvard Beer. This agency is also handling all of the advertising of the Riker-Jaynes Company, which is opening up new territory for its chain of drug stores.

Nugent's Department Store, St. Louis, is sending out copy and orders to a selected list of farm papers and weeklies or dailies published in the South and Southwest, advertising women's apparel by mail. Orders for 100 lines display, one time, have been placed through the Gardner Advertising Company, St. Louis.

The Waltham Watch Company is to use page copy in a list of general publications. The publications have been selected and contracts will go out from the Federal Advertising Agency, New York.

Geisler's Bird Store, Omaha, Neb., is sending out orders to a selected list of high-grade women's publications to start with July issues. Small display copy is being used. Orders are being placed through the New York office of the J. Walter Thompson Company.

Cabot's Sulpho Napthol advertising is now being placed by the Cowen Company, John Hancock Bldg., Boston.

The Spafford Advertising Agency, John Hancock Bldg., Boston, is placing the advertising of the Pneuvac Company.

Newspapers generally are being used for the advertising of Absorbine and Absorbine, Jr., made by W. F. Young, Springfield, Mass. The account is handled by the Powning Agency, New Haven, Conn.

The Commonwealth Hotel, Boston, is making exchange arrangements for advertising with newspapers.

The advertising appropriation of the Eckman Laboratories, of Philadelphia, Pa., is now being handled by the Philadelphia Advertising Bureau of Philadelphia, Pa.

The Tomer Agency, Old South Bldg., Boston, is placing the advertising of the S. G. Cigar.

A few renewal orders are being placed for Sampson & Allen, Lynn, Mass., through the J. Walter Thompson Company.

I. M. Taylor & Co., Boston, are advertising the seven per cent stock of the Contoocook Mills. The business is placed by the Boston News Bureau.

#### ADVERTISING INCORPORATIONS

The Manhattan Advertising Specialties Company has been incorporated in New York City, with \$100,000 capital, to do a business of general advertising, by Arthur C. Reynolds, 141 Broadway; Walter B. Coughlan, 42 Broadway, and Harry L. Carroll, 1923 Daly avenue, Bronx.

The Jersey Railways Advertising Company, of Jersey City, has been incorporated with a capital of \$50,000, to do a general advertising business, by W. W. Bender, Elizabeth, N. J., and D. C. Munson and H. Gorham, of New York City.

#### PASS RESOLUTIONS AGAINST ONE-CENT LETTER POSTAGE

The Inland Daily Press Association met at Chicago, June 21-22, and adopted resolutions against the proposed reduction of letter postage to one cent. Members of Congress in the states of Illinois, Indiana and Michigan will be urged to use their best efforts against a reduction of the present rate.

Frederick L. Wilke, of Cleveland, has joined the advertising department of the F. B. Stearns Company, of Cleveland, as assistant to Advertising Manager Hower.

Carroll J. Swan, 24 Milk street, Boston, Mass., has been appointed New England representative of the St. John (N. B.) *Standard*, the leading Conservative paper of the province.

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# HAMPTON'S

Just as commerce follows the flag so the best advertising links itself to the magazine standard that is pre-eminent in its field.

Hampton's pages reflect the best there is in our national life—in science, in literature, in giving wide publicity to economic problems of vital importance. Thus has been established for Hampton's a national "good will" and its advertising value is self-evident at

**\$400 per page**

## COLUMBIAN-STERLING PUBLISHING CO.

Advertising Department  
66 West 35th Street  
NEW YORK

BOSTON

DETROIT

CHICAGO

**UNITED** States manufacturers who have learned by experience that a Canadian advertising campaign carried on as an extension of their United States advertising has not netted proportionate results, are simply feeling the results of unsuitable methods applied to a particularly fertile territory for business.

**Some J. J. Gibbons  
Advertising:—**

Sunlight Soap  
Fry's Cocoa  
Force  
Victor Gram-o-phone  
"Black and White" Whiskey  
National Cash Registers  
Waltham Watches  
Sun Fire Insurance  
B. D. V. Tobacco  
Everitt "30"  
Coate's Plymouth Gin  
Vapo-Cresolene  
Canada Life Assurance  
Vestal Olive Oil  
Regal Lager  
"Crown" Corn Syrup  
Convivo Port  
Hine's Brandy  
Wire & Cable Company  
Acme Fences  
Benson's Starch  
Melotte Cream Separator  
Pedlar People of Oshawa  
"Magi" Mineral Water  
Rogers' Coal  
Shiloh's Cure  
Dodge Pulleys  
Vinolia  
M. L. Paints  
Tudhopes of Orillia  
Truro Condensed Milk Co.  
Crompton Corsets  
"Ideal" Metal Beds  
Polo Polesaws  
Paterson's Cough Drops  
Century Salt  
Premier Separators  
Dominion Organs and Pianos  
Moco Fabrics  
City Dairy  
Peerless Incubators  
Empire Fences  
Vicker's London Dry Gin  
Brantford Carriages  
Floorglaze  
Wakefield Hats  
Celluloid March  
Queen Quality Silk  
Pago Wire Fences  
Manson Campbell Co.  
Canadian General Electric Co.  
Belanger's Plows  
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McDonnell's Pumps  
Capitol Farm Implements  
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Drummond Dairy Supplies  
Cockshut Plow Co.  
Lifebuoy Soap  
Canada Poultry Yards  
St. Charles Cream  
Father Morrisey Remedies  
Adams Wagon  
"Comfort" Lye  
Perfection Scotch  
Gunn's Eggs  
London Feathers  
Healata Soap  
Ontario Wind Mills  
Keegan's Irish  
Remy Martin's Brandy  
Sovereign Houses  
Lux  
Hilcrest Collieries  
"H. B. K." Gloves, etc.  
No. Electric Rural Telephones

This agency undertakes to handle Canadian advertising by methods and means best suited to Canada, having all the facilities and special knowledge required, and to the highest degree.

Correspondence is invited.

**J. J. GIBBONS Limited**  
*CANADIAN ADVERTISING*

*Newspaper, Trade Paper and all Outdoor Advertising*

**TORONTO CANADA MONTREAL**

Cable Address: "Gibjay," Toronto

Cable: A. B. C., 5th Edition